



### Says

What have we heard them say?  
What can we imagine them saying?



### Thinks

What are their wants, needs, hopes, and dreams?  
What other thoughts might influence their behavior?



### Feels



### Does

What behavior have we observed?  
What can we imagine them doing?

[See an example](#)



## Delight in Every Delicate Crumb

Customer wants  
the cake to meet  
any dietary  
restriction they  
have

Customer expect  
that the cake  
needs to be  
super delicious  
and moist.

Customers expect to  
have specific thoughts  
about the flavors they  
prefer in a cake such  
as chocolate, vanilla,  
fruit, or specialty  
flavors

They may think about  
the type of cake that  
will satisfy their taste  
buds we pride  
ourselves on saying  
that we provide the  
taste of cake  
in our cake castle

Cake should be  
delivered on time  
and in  
perfect condition.

Customer  
expectations

Customer  
Preference

Customers think  
about the  
appearance of the  
cake, expecting it to  
be visually appealing  
and in line with  
the event's theme.

We provide a  
personalized cake  
design to match the  
theme message of  
their event to make  
your  
moment unforgettable.

Our services

Customer  
Feels

A joyful cake is often  
associated with  
celebration and  
special occasions,  
making people feel  
happy and excited

We provide a website  
and social media  
platforms for cake, to  
reduce our travel time,  
just browse our website  
and see the variety and  
different  
flavors that we provide.

We provide high-  
quality cakes that meet  
their expectations, that  
they receive and feel  
confident about buying  
a cake from us.

A sense of anticipation  
when someone is about  
to eat it can evoke  
Happiness and Comfort

Nostalgic cake can  
evoke memories of  
childhood birthdays,  
family gatherings,  
and other positive  
experiences, making  
people feel nostalgic