



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?

We proudly talk about our passion for crafting wonderful sweets. We share how our treats are made with care and the finest ingredients to ensure they taste fantastic. We communicate with our customers, sharing the stories behind our products and how they can enjoy them.

As a sweet company, I think about creating delicious and delightful treats that bring joy to people's lives. I consider new flavors, ingredients, and creative ideas to make our sweets special and unique.



We work hard to make our sweet creations a reality. We experiment with recipes, carefully measure ingredients, and use our baking skills to produce a wide variety of scrumptious sweets. We also package them beautifully and make them available in stores or online for everyone to enjoy.

We feel excited and proud about crafting these delightful treats. It's fulfilling to see people's faces light up with happiness when they taste our sweets. We also feel motivated to constantly innovate and improve, so our customers always have a reason to smile when they enjoy our creations.



Does

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



Feels

What are their fears, frustrations, and anxieties?
What other feelings might influence their behavior?