



**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?



Healthy &  
hygienic

Quality &  
quantity

No chemical  
ingredients

Varities for  
more  
Sweets

Customer  
service  
satisfied

Healthy and  
tasty

Sweet  
ordered in  
free delivery

Imagine a  
presntation

Low price

Not Healthy  
and taste for  
Sweets

Unstatified  
Customer  
service

Alternative  
layout of  
details shop



**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?