



Says

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

Customer Orders:
Customers might say, "I'll have a kilogram of your special jalebi, please."

Recommendations:
Staff might suggest, "Our freshly made gulab jamun is a customer favorite today."

Greeting Customers:
Staff might greet customers with a friendly, "Welcome to Keerthi Sweets, how can we assist you today?"



Thinks

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

Wants: High-quality and delicious sweets, a wide variety of options, good customer service.

Needs: Convenient location, reasonable pricing, hygienic preparation.

Dreams: To savor the best traditional sweets, enjoy special promotions, and see the brand expand.



Keerthi Sweets
Short summary of the persona

Selling Sweets:
They likely sell a variety of traditional and contemporary sweets to customers.

Innovation: To stay competitive, sweets businesses frequently introduce new and innovative products to attract customers and cater to changing tastes and preferences.

Customer Service:
Excellent customer service is a key behavior. Businesses often train their staff to be polite, helpful, and responsive to customer inquiries and concerns.

Fears: Food safety and hygiene issues, inconsistent quality, price increases.

Frustrations:
Long wait times, limited product availability, rude customer service.

Anxieties: Health concerns related to consuming sweets, concerns about food allergies or dietary restrictions.



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?

See an example