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

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

Thinks

"I wonder if they have a good selection of oolong teas."

"I like to relax and unwind with a cup of tea after a long day."

"I love trying new tea flavors."

"I prefer loose leaf tea over tea bags."

"I hope the staff is knowledgeable about different tea types."

"I hope the staff is knowledgeable about different tea types."



GREEN CASSA

Searches for tea shops online and reads reviews.

TEA SHOP

Excited about discovering new tea blends.

Might engage with the staff to learn more about specific teas.

Enjoys browsing through different tea options before making a purchase.

Appreciates a warm and inviting ambiance.

Values a sense of community and connection in the tea shop.



Does

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

Feels



