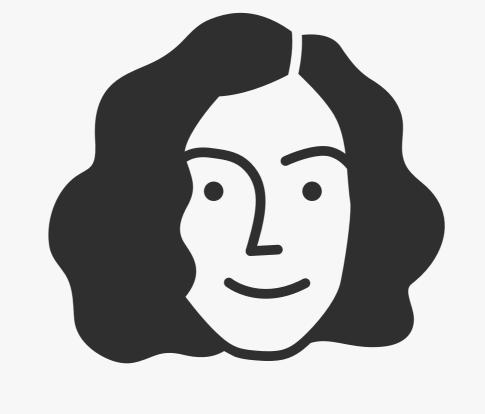
What other thoughts might influence their behavior?

To collect user information to understand the customer

I want something different shapes of sweets



**Keerthi Sweets** 

Short summary of the persona

Pickup a limited item at a time

I feel that the sweet shop will succeed



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?

