



Says

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

List some quotes or phrases that represent what customers might say about Keerthi Sweets

This could include compliments, complaints, or feedback.



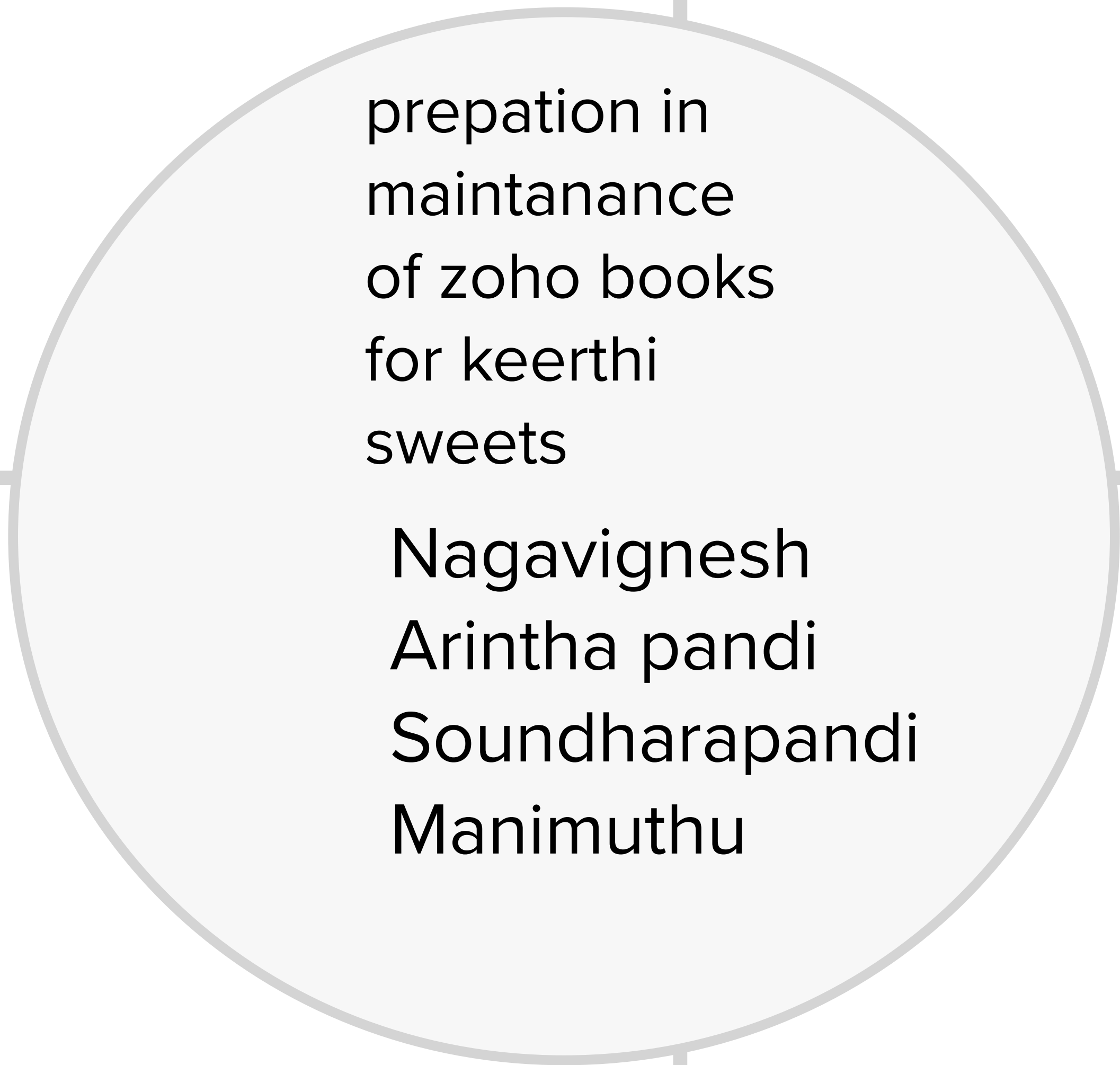
Think about the specific jobs or tasks that customers hire Keerthi Sweets to do for them. For example, satisfying a sweet craving or providing gifts for special occasions.

List the benefits or positive outcomes customers expect from Keerthi Sweets, like delicious sweets, friendly service, or unique offerings.



Does

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



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



Identify the thoughts and considerations customers have when thinking about Keerthi Sweets

This might involve questions like, "Is it fresh?" or "Do they have my favorite sweets?"



Describe the emotional states customers experience in relation to Keerthi Sweets.

This could include happiness, satisfaction, or frustration

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

