



Says

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

To understand what customers have been saying about Keerthi Sweets, you would need to consult online review platforms, social media, and customer feedback channels where people share their opinions and experiences.

Their fusion sweets are a delightful surprise. The combination of traditional flavors with a modern twist is genius.

Customer reviews on websites like Yelp, Google Reviews, TripAdvisor, or social media platforms like Facebook, Instagram, and Twitter can provide valuable insights into what customers think about Keerthi Sweets, their products, and their overall customer experience.



Thinks

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

Delicious Sweets: Customers want sweets that are not only authentic but also exceptionally tasty.

Taste Expectations: Customers often consider their past experiences with Keerthi Sweets and their expectations for the taste and quality of the sweets when making a purchase decision.

Dietary Options: Some customers may have dietary restrictions or preferences, so they need options like sugar-free, vegan, or gluten-free sweets.



person's Name  
Short summary of the persona

Quality Concerns: Customers may fear that the quality of sweets might not meet their expectations, especially if they've had a negative experience in the past.

Inconsistent Quality: Customers can become frustrated if they experience inconsistent quality in sweets from one visit to the next.

Happiness: Positive emotions associated with Keerthi Sweets, such as the joy of enjoying delicious sweets or the happiness of celebrating special occasions, can drive repeat business and recommendations.

To gain insights into the behavior of customers towards Keerthi Sweets, it would be necessary to conduct market research, surveys, customer interviews, and analysis of sales data.

Reviewing and Recommending: Satisfied customers may leave positive reviews on platforms like Yelp, Google Reviews, or social media. They might also recommend Keerthi Sweets to friends and family.

Providing Feedback: Customers who have suggestions or concerns may reach out to Keerthi Sweets through customer service channels to share their feedback.



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?