



Says

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

*It makes with
sugar*

*kinds of
flavour in
sweet*

*It is sugar
rush*

Thinks

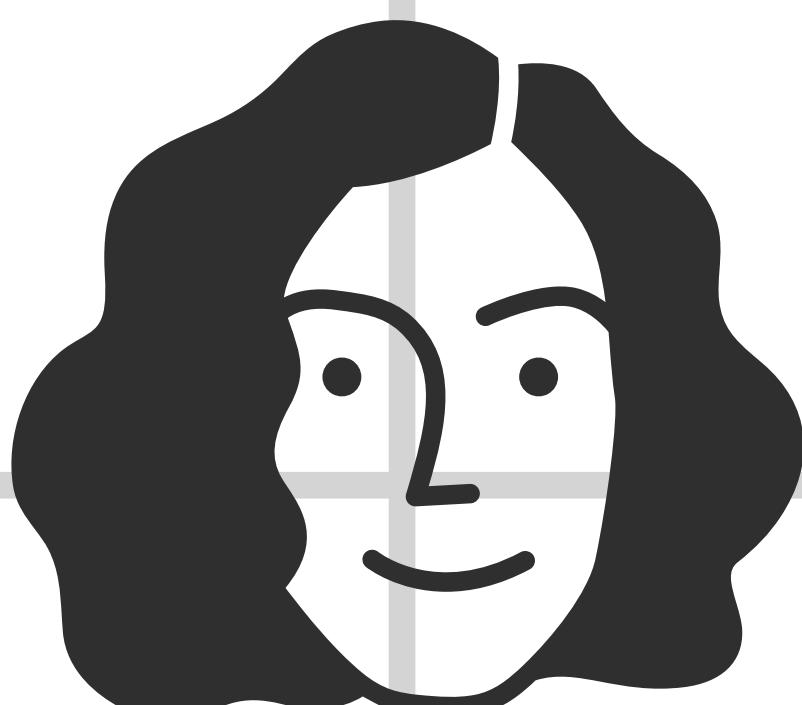
What are their wants, needs, hopes, and dreams?
What other thoughts might influence their behavior?



*who invented
candy?*

*At what time
be need to mix
sugar and
water for
making candy?*

*how much
sugar can
add in
sweets*



Persona's name

*Keerthi sweets
K.nivetha,s.navee,
k.noora begum
.k.pandeeswari*

*They can
track stock
levels*

*manage
supplier
payments*

*Generate
financial
reports*

*Happy while
tasting*

*Anxious
when
exploring
new sweets
in the market*

*It is
delicious*



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](#)