

Says

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

Thinks

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



Customers expect that the flowers they receive will be fresh, vibrant, and of high quality. They want the blooms to match or exceed the images they saw on the website.

The arrangement should match the description and any special requests. If the customer has selected specific flowers or colors, they expect the arrangement to be accurate.

Many customers expect order tracking to monitor the status of their delivery. This feature provides peace of mind and ensures they know when the flowers will arrive.

Customers expect their personal information to be handled securely and their privacy respected. They want assurance that their data won't be misused.

Transparency in pricing is important. Customers want to know the total cost of the floral arrangement, including any delivery fees, taxes, and additional charges. Hidden costs can lead to dissatisfaction.

Customer Expectations:

Our Service

Customer Hopes Customers appreciate receiving care instructions with their flowers. These instructions help prolong the life of the flowers and maintain their freshness.

Persona's name

Short summary of the persona

Customer Fears

Concerns about

undisclosed fees,

charges, service fees,

higher than expected.

or taxes, which can

make the final cost

such as delivery

Customers worry that the flower shop might substitute flowers or colors with less desirable alternatives if the ordered flowers are unavailable.

Customers often fear that the online flower shop may have a poor reputation or a history of unreliable services. They may check reviews and ratings to alleviate this fear.



the significance of timely deliveries. You can trust us to have your floral arrangement arrive on the specified date, ensuring

your thoughtful gesture

is never delayed.

We value your time and

We take pride in

arrangements,

convey your

creating exquisite floral

carefully handcrafted

by our skilled florists to

sentiments beautifully.

we go the extra mile to create beautiful, personalized floral experiences and to make your moments unforgettable

Feels

The fear of not having a satisfaction guarantee in place, which can leave customers uncertain about their options in case of issues or dissatisfaction with their purchase.

Does

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

See an example

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