

Says

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

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



Thinks

KEERTHY
SWEETS ITS
ONE OF THE
BEST SWEETS
IN TAMILNADU

BASED ON
ANALYSIS
KEERTHY
SWEETS IS ONE
OF THE BEST IN
TAMILNADU

LONGLASTING
TASTY SWEETS

THEIR WANTS
ICUSTOMER
SATISFACTION

HOPE IS
CUSTOMER
NEEDS

DREAM TO
INCREASE
BRANCHES
IN INDIA



KEERTHY SWEETS

Short summary of the persona

FEAR IS
ABOUT
WASTE OF
STOCK

THEY ARE
WORKING
HARD AND
SMART

THEIR
RELATIONSHIP
WITH
CUSTOMER IS
AWESOME

THEIR AIM
TO SATISFY
CUSTOMER
NEEDS

COMPETITORS
FEELING WILL
INCREASE
THEIR
EFFICIENCY

ANXITIES
ABOUT
WASTE AND
LOSS



Does

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



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



