



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?



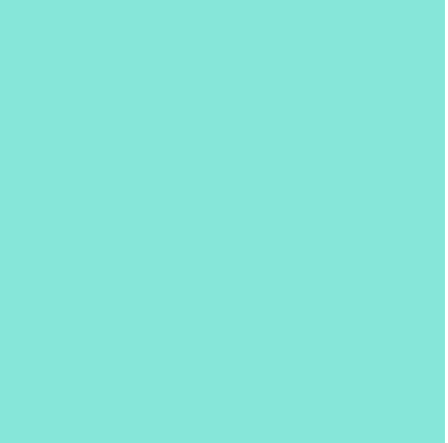
Persona’s name
Short summary of the persona

The project communicates a vision and mission that focuses on offering a delightful and diverse range of sweets and confectionery products. It emphasizes the commitment to quality, customer satisfaction, and the unique character of the sweets.

The sweet stall creates a warm and inviting atmosphere for customers. It feels like a place where they can indulge in their sweet cravings and experience a sense of joy and nostalgia.

It clearly outlines the strategic plan for the sweet stall, which includes financial projections, pricing strategies, and marketing plans. It communicates the intention to operate as a profitable business venture.

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The project conducts thorough market research to identify customer preferences, competition, and optimal location.

Customers feel that their preferences and feedback are valued. The stall may offer personalized recommendations and engage with customers on a personal level.



It complies with all legal and regulatory requirements, ensuring that food safety and health standards are met.

Hygiene and food safety are paramount. Customers feel confident in the cleanliness and safety of the food preparation and serving areas.



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?