



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?

They may also offer specialty items like homemade confections and regional or international sweets.

They want to build a loyal customer base that keeps coming back for their sweets

Sweet shops typically offer a wide selection of sweets, ranging from traditional candies like gummies and lollipops to chocolates, fudge, truffles, and more.

keerthi sweet shops are known for their unique and regional specialties, making them popular destinations for tourists and locals alike.

They want to build a loyal customer base that keeps coming back for their sweets

High-quality ingredients are crucial to creating tasty sweets.



Persona's name
keerthi sweets

They pay attention to customer feedback and purchasing patterns to determine what products to stock and promote.

Observing how customers interact with the shop can help sweet shops improve layout, displays, and overall customer experience.

Fears of changes in food safety regulations or labeling requirements, which could necessitate costly adjustments.

Sweet shops closely monitor which sweets and treats are popular among their customers.

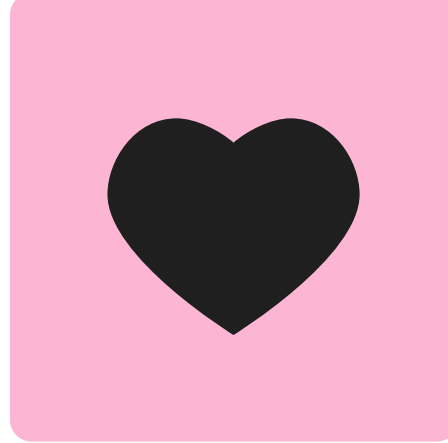
Worries about negative online reviews and social media backlash that can quickly damage the shop's reputation.

Concerns about the long-term sustainability of the business and whether it can remain profitable over time.



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?