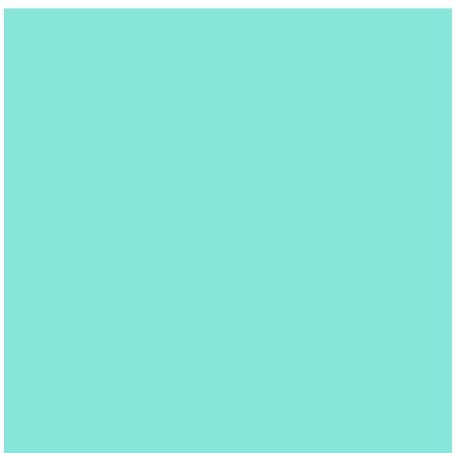
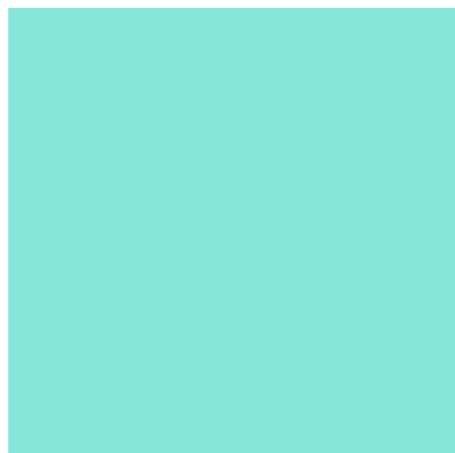




Says

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

List some quotes or phrases that represent what customers might say about Keerthi Sweets. This could include compliments, complaints, or feedback.



Thinks

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

Identify the thoughts and considerations customers have when thinking about Keerthi Sweets. This might involve questions like, "Is it fresh?" or "Do they have my favorite sweets?"

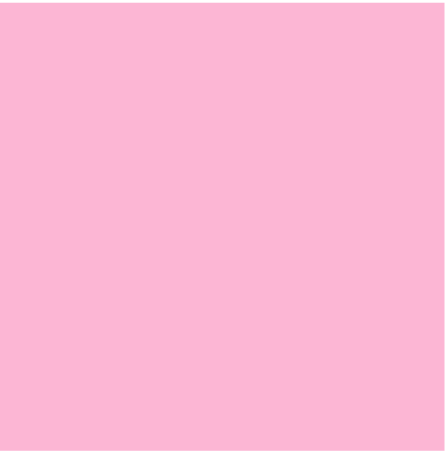


Keerthi sweets

Persona’s name

R. Askarali  
K. Athiraja  
M. Ayyanar  
B. Bala

Describe the emotional states customers experience in relation to Keerthi Sweets. This could include happiness, satisfaction, or frustration.



Does

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

Describe the actions customers take when interacting with Keerthi Sweets. This could include visiting the store, ordering online, or sharing their sweets on social media.



Feels

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