



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?

Favorite Candies :
Customers often mention their favorite candies and discuss their specific preferences in flavor, texture, or brand.

Stories About Childhood Memories :
Some customers share stories about candies they enjoyed in their childhood, often sparking nostalgia.

Expressing Excitement :
Customers may express excitement when they see candies they've been looking for or when they find unique or nostalgic treats.

Sharing Recommendations :
Customers share recommendations with friends or family about new candies they've discovered or their favorite candy shop.

Feedback and Suggestions: Customers provide feedback or suggestions to shop staff, such as requesting specific candies or expressing their desires for healthier options.

Quality Expectations :
Customers often think about the quality of the candies they purchase. They associate the candy shop's reputation with the quality of their products.

Flavor Exploration :
Customers often think about trying new and exotic candy flavors, especially if they see them prominently displayed in the shop.

Seasonal and Occasional Thoughts :
Customers might think about candies that are suitable for specific seasons or occasions, such as Halloween or Valentine's Day.

Price vs. Value :
Customers weigh the price of candies against the perceived value. They may consider if the taste and experience justifies the cost.

Gifting Considerations :
When buying candy as a gift, customers think about the recipient's preferences and the message they want to convey through the gift.



CANDY CASTLE

Tasting and Sampling:
Many customers engage in tasting or sampling candies before making a purchase to ensure they like the flavor.

Queueing for Checkout : Depending on the shop's size and popularity, customers might queue up at the checkout counter.

Asking for Recommendations :
Some customers ask shop employees for recommendations on popular or unique candies.

Packaging Inspection :
Customers may examine the packaging to check for freshness and quality, particularly for candies they're buying as gifts.

Sharing Experiences :
Some customers may share their candy shop experiences on social media, showcasing their purchases and the shop's ambiance.

Happiness and Joy :
Customers often feel a sense of happiness and joy when they enter a candy shop due to the vibrant colors and sweet aromas.

Anticipation : There's anticipation in trying a new candy or awaiting special occasions where they'll enjoy the candies they purchase.

Satisfaction : When customers find the candies they love, they feel satisfied and content.

Excitement : There's a sense of excitement associated with discovering new or nostalgic candies.

Curiosity : There's a sense of curiosity when customers sample new flavors or unique candy offerings.



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?