



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?

Define your ideal customer for Keerthi Sweets, including demographics, preferences, and behaviors

Consider the visual aspects that customers associate with Keerthi Sweets, such as the store's appearance, packaging, or advertisements.

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Identify the challenges or frustrations customers might face when dealing with Keerthi Sweets, such as long wait times or limited product availability.

List the benefits or positive outcomes customers expect from Keerthi Sweets, like delicious sweets, friendly service, or unique 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?