



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.

list some quotes or phrases that represent what customers might say about keerthi sweets. this could include compliments, or feedback.

identify the thought and considerations customers have when thinking about keerthi sweets. this might involve questions like, "is it fresh?" or "do they have my favorite sweets?"

consider the various aspects that customers associate with keerthi sweets

preparation & maintenance of zoho books for keerthi sweets.

krishna rajan
muthukumar
munish
madasamy

include any feedback or word of mouth recommendation that customers may hear about keerthi sweets from friends

describe the actions customers take when interacting with keerthi sweets.

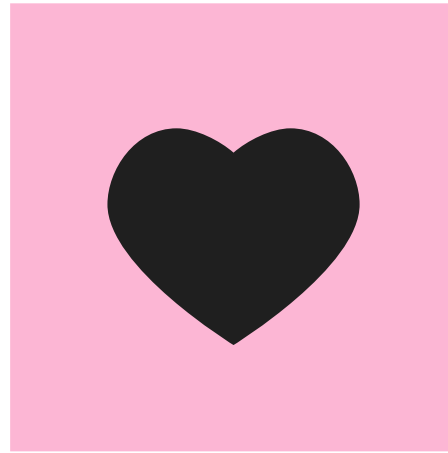
identify the challenges or frustrations customers might face when dealing with keerthi sweets

list the benefits or positive outcomes customers expect from keerthi sweets



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?