



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?



USER

I appreciate their commitment to quality and authenticity

I Love the taste of Keerthi's Traditional Sweets

Their customer service is excellent

Excited to try their new creations

Trust them to consistently deliver top-notch quality

Make occasions even more memorable

Visit Keerthi sweet's retail stores to purchase sweets

Recommend Keerthi Sweets to friends and family

Follows Keerthi sweets on social media for updates and promotions

Difficulties in finding traditional sweets of the same quality elsewhere

Concerns about the pricing of premium and specialized sweets

Inconvenience if a particular sweet is out of stock



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?