



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?



KEERTHI SWEETS

*Delectable treats,
traditional flavors, a
taste of India's finest*

"I love the variety of sweets they offer."

"I always go there for special occasions."

"Their jalebi is simply mouthwatering."

"Their sweets make me nostalgic."

"I think their sweets are made with love and tradition."

"colorful displays, the aroma of freshly made sweets, the sound of chatter among customers"

"Concerns about the sweets' freshness and quality."

"Think about what customers see, hear, touch, taste, and smell when they visit the sweet shop"

"I take pictures of their sweets and post them on social media."

"What are the actions and services provided by the sweet shop".

"I recommend it to my friends and family."

"I often buy assorted sweets for special occasions."

"looking for a special treat, celebrating an occasion, or just satisfying a craving for sweet"

"Concerns about adhering to food safety and health regulations".

"I hope to never change their recipes."

"They might worry about maintaining consistent quality in their products".



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?