



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?

List some quotes or phrases that represent what customers might say about Keerthi Sweets.

Identify the thoughts and considerations customers have when thinking about Keerthi Sweets.

This could include compliments, complaints, or feedback.

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

This might involve questions like, "Is it fresh?" or "Do they have my favorite sweets?"

Include any feedback or word-of-mouth recommendations that customers may hear about Keerthi Sweets from friends, family, or online reviews.



Preparation and Maintenance of ZOHO books for Keerthi Sweets

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Describe the actions customers take when interacting with Keerthi Sweets.

This could include visiting the store, ordering online, or sharing their sweets on social media.

Describe the emotional states customers experience in relation to Keerthi Sweets.

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

This could include happiness, satisfaction, or frustration.

Think about the specific jobs or tasks that customers hire Keerthi Sweets to do for them. For example, satisfying a sweet craving or providing gifts for special occasions.



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?