



### Says

What have we heard them say?  
What can we imagine them saying?

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

This could  
include  
compliments,  
complaints, or  
feedback.

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.



### Does

What behaviors have we observed?  
What can we imagine them doing?

➡ See an example

### Thinks

What are their wants, needs, hopes, and dreams?  
What other thoughts might influence their behavior?



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

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

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

This could  
include  
happiness,  
satisfaction,  
or frustration.

### Feels

What are their fears, frustrations, and anxieties?  
What other feelings might influence their behavior?

