



Says

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

The customer sees a variety of sweets displayed in an organized manner.

The customer sees the cleanliness of the store

The customer sees the staff wearing clean and tidy uniforms.



Thinks

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

The customer gains access to high-quality sweets made with fresh ingredients.

The customer gains knowledge about different types of sweets and their ingredients.

The customer gains a satisfying experience of indulging in delicious sweets



The customer may have concerns about the hygiene and freshness of the sweets.

The customer may feel overwhelmed by the crowds during peak hours.

The customer hears the staff greeting them with a smile

The customer thinks about the taste and quality of the sweets.

The customer feels satisfied with the service provided by the staff.

The customer feels excited to try new 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?