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.

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

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

Thinks

keerthi 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

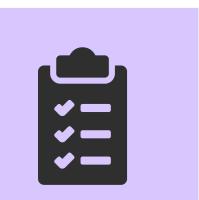
The customer thinks about the taste and quality of the sweets.

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

The customer feels excited to try new sweets.

Feels

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



Does

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

