



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?

" I love their special jalebis during festivals "

" Their sweet remind me of my childhood."

Nostalgic feeling about traditional sweets.

Excitement about trying something new.

" I always buy their packaged sweets as gifts."

" I wish they had more sugar-free options."

Concerns about the sweetness levels and health.

A desire to share the sweets with loved ones.

Spend time looking at the variety of sweets on display.

Ask the staff about the ingredients or recommendations.

Relishing the taste of authentic and quality sweets.

Sharing and celebrating special moments.

Come in during special occasions like weddings and festivals.

Purchase a mix of traditional and modern sweets.

Finding suitable gifts for various occasions.

Exploring a mix of traditional and innovative flavors.



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?

[See an example](#)



KEERTHI SWEETS
Empathy map