



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?

The taste
of sweets
will be
Delicious 🍰

The wants is
to satisfy the
customer
needs 🍷

I would not
be satisfy
with quality
and Rate. 👥

The quality will
be better with
comparing
other sweet
stall. 👥

My dream is to
became a better
bussiness man
so I started this
business. 🍷

I hope that I
will proceed
better quality
of sweets to
customers 🍷



Persona's name
Short summary of
the persona

Some
customers are
more satisfied
with our
services. 🙌

The customers
are happy with
some offers
from our sweet
stall. 🙌

We rectify
the
customer
needs. 😊

Some customers
are scoutted for
the delay of
service, it makes
upset for us
🙌

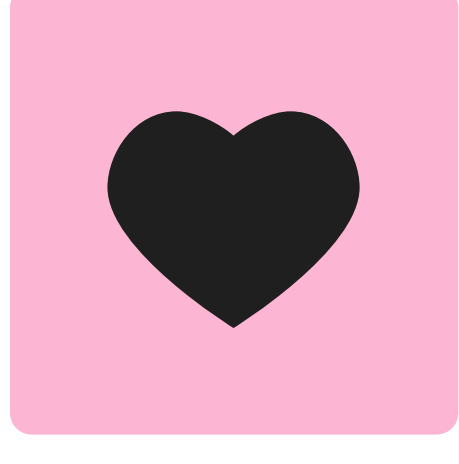
We change
the price and
quality of the
some sweets.
😊

We manage
the time to
serve quick.
😊



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?