



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?

Gather some
basic details
about the
event

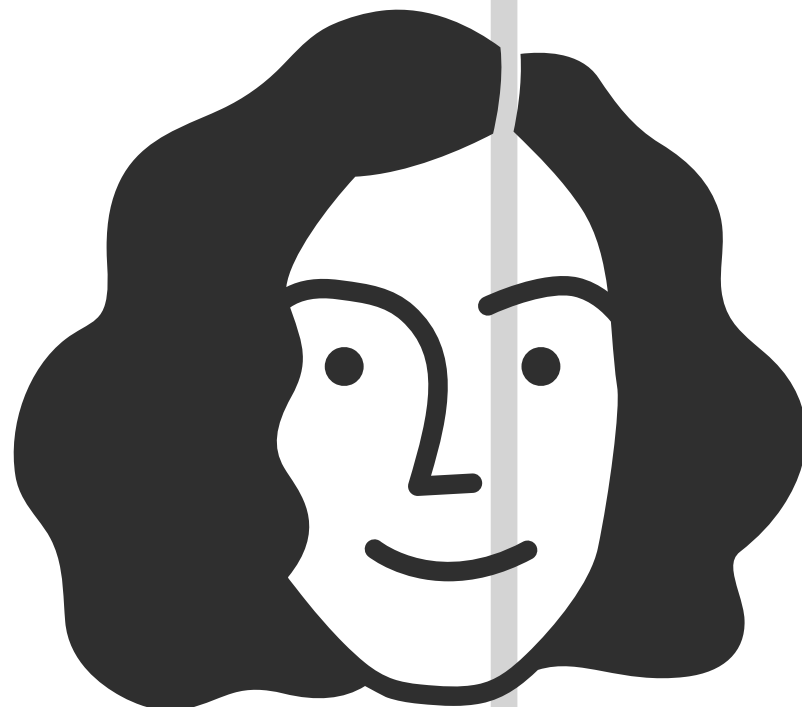
Increasing
profit and
boosting
sales

Fresh,
Colorful,
Delicious

A taste like
never
before

Situational,
psychological,
environmental, and
marketing factors,
personal factory,
family&culture

Food quality&
Customers
and client
their needs



R. Harshini

Short summary of
the persona

Keep
clean;Separate
raw&cooked;Cook
thoroughly

Prepare,
delivers&server
meals to dinners at
special events like
wedding,
anniversary parties
or corporate meeting

Anxiety is a
generalized
response to an
unknown threat or
internal conflict, fear
is focused on known
external danger

Keep food at safe
temperatures;anduse
safe water

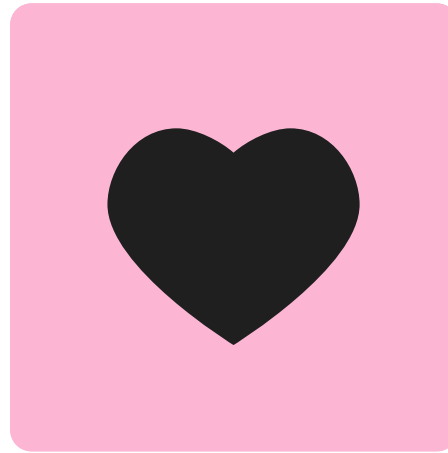
Believe that
what they have
today will be
there
tomorrow

Pursue goals
and dreams
without
worry



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?