



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?

Is the expensive

Cheap or expensive

I need to work remote

I don't have time for this
provide service in catering

I was expecting for
Various service in
different catering

distracting there's
not enough in the
menu card



FRESH BITES CATERING

Compare to the price

Customer satisfaction

Avoids calling anyone on the phone

Check the website

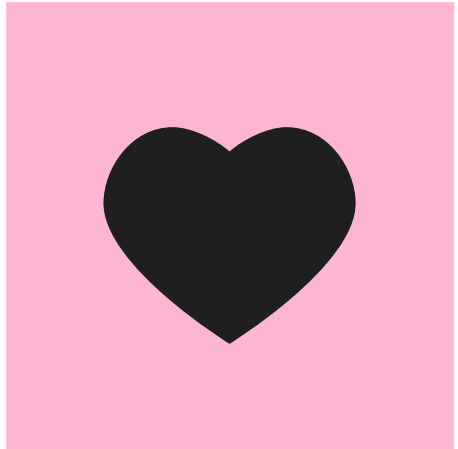
Focused on the service

Frustrated my needs are being ignore



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](#)