



Says

What have we heard them say?
What can we imagine them saying?

Is this food tasty or not

I was expecting something different

What do you think?



Thinks

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

Get tasty and delicious food

I want something awesome

What is best for me



Persona's name
Short summary of the persona

Compares other catering services

Ask friends who have done it before

Observes in Masala products

Trust issue

Confused

Satisfaction



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?

