



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?



Offers and discounts.

Hygienic without any chemical.

New product

Organic fresh foods

Processed / Natural.

Quality food and taste

Innovative products/ Foods

Short time.

Cheaper alternative.

Compare prices.

Clean a spect of shop.

Analyse customer's expression.

Check expire date

Enjoy.

Different flavours.

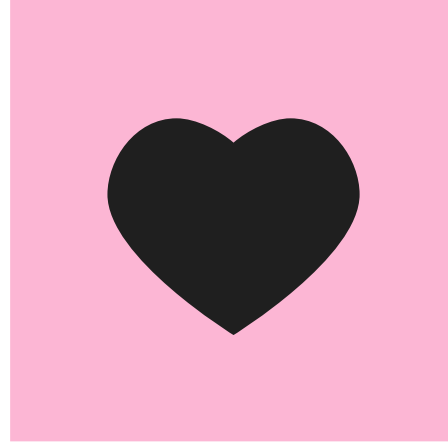
Good taste and Hot

Satisfy hunger.



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?