



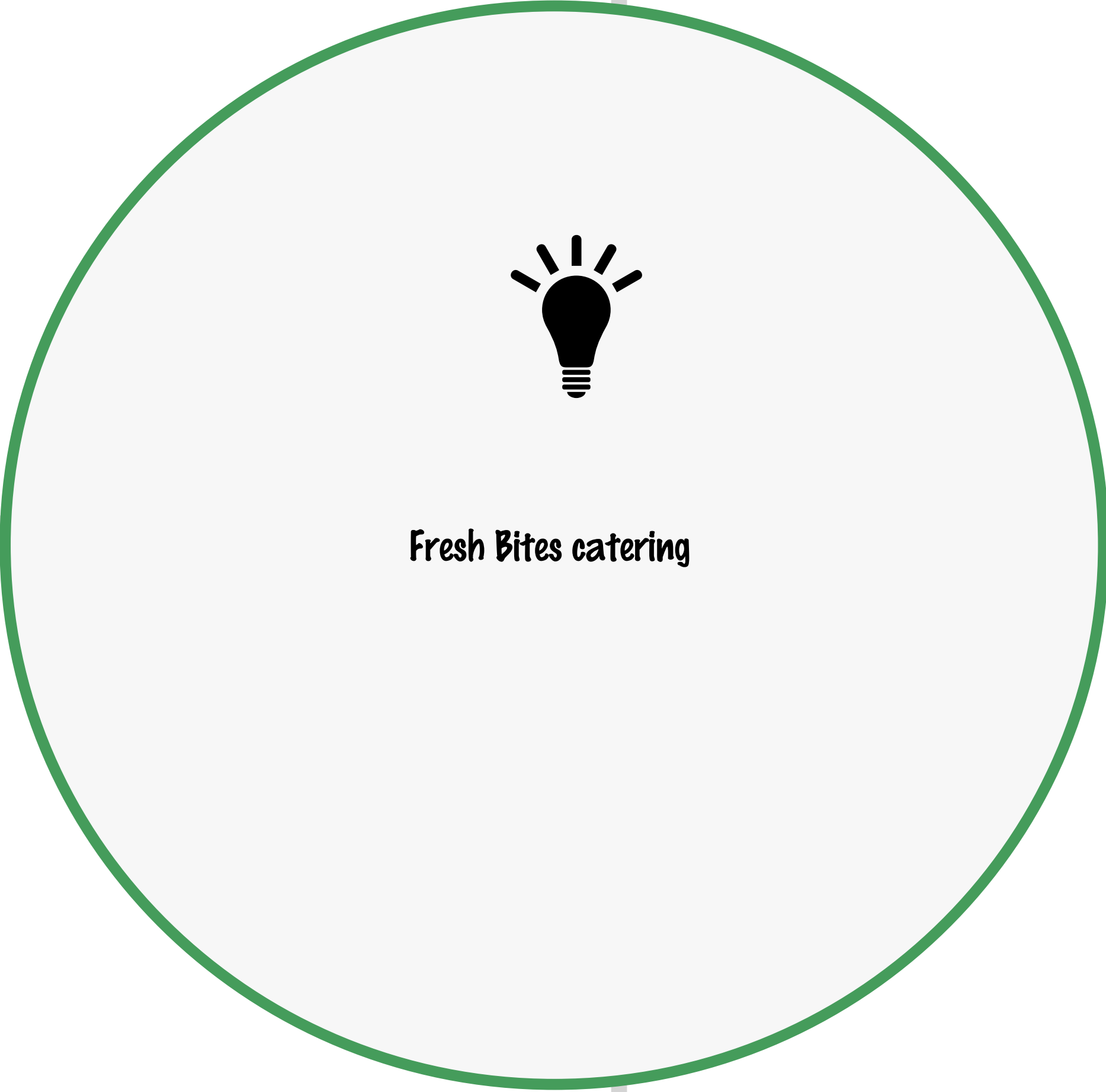
Says

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?



Customers may say they love Fresh Bites' diverse menu options and high-quality ingredients.

Customers may feel excited when planning an event with Fresh Bites because of the delicious food options.

Some might mention the convenience of ordering for various events.

Others might express satisfaction with the professional and friendly staff.

They might also feel relieved knowing that Fresh Bites takes care of the catering details, reducing their stress.

They think about the budget and value for money when considering catering options.

Fresh Bites Team: Prepares and delivers catering orders.

Customers: Research catering options, place orders.

Customers: Excited about a successful event.

Event Planners: Request quotes, evaluate menu options.

Fresh Bites Team: Committed to delivering exceptional service.

Event Planners: Anxious about catering quality.



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?