



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?

Weight gain

Health

What if it affects the health

Prepare the health foods

Quality

Fair price to sells the food



Persona's name
Short summary of the persona

Food warehousing

Prepare to serve the foods

Decorating the foods

Satisfaction

Feels better

Excited to consume



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?

