



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?

"Catering to different tastes and dietary preferences"

"Services for special events, meetings, and gatherings, extending their utility beyond daily meals"

"We provide opportunities for people to come together, eat, and connect with colleagues, classmates, or fellow diners."

"We are typically located within or close to institutions like schools, offices, hospitals, and factories, making them convenient for students, employees, patients, and visitors."

"vegetarian options, and special dietary accommodations."

"often provide a wide range of food choices"



KB Cafeteria

reel designing

"promote community interaction, and offer affordable"

"Aiming to meet the diverse needs and preferences of their patrons"

"Prices are often competitive when compared to outside restaurants"

"We are designed to facilitate efficient dining, allowing individuals to quickly select their food, pay, and enjoy their meal, which is crucial for those with limited breaks or lunch periods"

"Connect with colleagues, classmates, or fellow diners"

"We often offer nutritional information and healthier menu choices".



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?