



### Says

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

I am looking for a company that coordinates the preparation, creation, delivery and presentation of food for my guests

I need a company that will set up the food area by placing tables, chairs, sofas and other furniture for guest's seating by themselves

The company should also do the grocery shopping and preparation of food by themselves

There should be focused attention by the staff from the beginning till the end

They should politely accommodate the needs of all my guests

They should also clean up the dirty or discarded dishware



### Does

What behavior have we observed?  
What can we imagine them doing?



### Thinks

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

I want a company that will provide tables and seating, supply dishes, glassware and silverware

It should allow me to enjoy the party, while not having to worry about the guests being fed or taken care of

I hope the company will comply with food safety regulations

I am afraid that the company may not maintain good hygiene while preparing food

I have a fear that I might get cheated on paying advance

I also have a fear regarding am I paying too much ?



### Feels

What are their fears, frustrations, and anxieties?  
What other feelings might influence their behavior?



Client

[See an example](#)