



Says

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

**Delicious and Diverse Menu:**

- "Fresh Bites Catering offers a diverse and delicious menu that caters to various tastes and preferences."
- "The menu is not only fresh but also provides a wide range of options for different dietary needs."

**Top-notch Quality:**

- "The quality of the food is exceptional. You can taste the freshness in every bite."
- "They pay great attention to detail, ensuring that each dish is of the highest quality."

**Professional Service:**

- "The staff at Fresh Bites are professional and attentive. They go above and beyond to make sure your event is a success."
- "From planning to execution, their team handles everything with utmost professionalism."

**Reliable and Punctual:**

- "Reliability is key, and Fresh Bites Catering delivers on time every time."
- "They are punctual and well-organized, making the catering process seamless."



Thinks

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

**Previous Experiences:**

- If individuals have had positive experiences with Fresh Bites Catering in the past, they are likely to have favorable thoughts and may continue to use their services.
- Negative experiences, on the other hand, could lead to skepticism or a reluctance to engage with the catering service.

**Word of Mouth:**

- Recommendations and feedback from friends, family, or colleagues can significantly impact perceptions. Positive reviews might encourage people to try Fresh Bites, while negative reviews could deter them.

**Online Reviews:**

- The internet is a powerful influence, and people often turn to online reviews on platforms like Yelp, Google Reviews, or social media to gauge the reputation of a catering service.

**Brand Image and Marketing:**

- The way Fresh Bites presents itself through branding, marketing, and advertising can shape people's perceptions. A professional and appealing image may attract customers.



Persona's name  
Short summary of the persona

**Booking for Events:**

- If they have positive thoughts about Fresh Bites Catering, they might choose to book their services for upcoming events, such as parties, weddings, or corporate functions.

**Referring Friends and Family:**

- Satisfied customers may recommend Fresh Bites to their friends and family, contributing to positive word-of-mouth and potentially bringing in new clients.

**Leaving Reviews:**

- Those who have experiences, whether positive or negative, might express their opinions by leaving reviews on platforms like Yelp, Google, or social media, influencing the decisions of others.

**Continued Engagement:**

- Positive experiences could lead to repeat business. Individuals might become repeat customers for various events or gatherings.

**Excitement:**

- Positive reviews, enticing menu options, or a successful past experience might generate excitement. People may eagerly choose Fresh Bites for upcoming events or gatherings.

**Trust:**

- Trust in the quality of service and food is crucial. If individuals have a sense of trust, they're more likely to engage with Fresh Bites repeatedly. This trust can be built through consistent positive experiences and reliability.

**Curiosity:**

- Novelty can be a strong motivator. If Fresh Bites introduces new and interesting menu items or offers unique catering options, people may be curious to try them out.

**Confidence:**

- Feeling confident in Fresh Bites' ability to handle an event professionally and deliver on expectations is key. Positive interactions with the catering service can boost this confidence.



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?