



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?



An empathy map typically consists of four quadrants: "Says," "Thinks," "Does," and "Feels." Let's create an empathy map for Fresh Bites Catering:

- 1. Customers may say, "I want a diverse menu for my event."
- 2. "I need catering that fits my budget"

- 1. "I hope they can accommodate dietary restrictions."
- 2. "I want the food to be fresh and delicious"

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- 1. "I wonder if they offer customizable menu options."
- 2. "I hope they have good reviews and testimonials."

Customers might think, "Fresh Bites Catering is known for its high-quality food."

"I'm curious about their pricing compared to other caterers."

Fresh bites catering

- 1. Customers may research Fresh Bites Catering online.
- 2. They might fill out a catering request form or call for inquiries.

They could compare Fresh Bites to other catering options in their area.

Some may read reviews and check social media for photos of their dishes.

- 1. Customers might feel excited about the prospect of delicious catering.
- 2. They may experience anxiety if they're unsure about the menu or budget.

- 1. Satisfaction if they find positive reviews and testimonials.
- 2. Relief if Fresh Bites can accommodate their dietary needs

- 1. Satisfaction if they find positive reviews and testimonials.
- 2. Relief if Fresh Bites can accommodate their dietary needs



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?

