

THINKS

She thinks that trying new food is difficult without any recommendations of friends or people

She considers that the time of preparation of the food is pretty important when picking a restaurant to eat

She thinks that restaurants need to do more effort for publishing their food

She thinks that there are not so much healthy options for her to eat

SEES

She sees that people are afraid of trying new things

She sees that many people go to the exact same place because they don't know about the other options

She sees that the only way of her frienda and also her to try new things is that the restaurants have some reviews



Maria Fernanda – 22 years old, 8th Semester Student of Chemical Engineering

FEELS

Maria feels frustraded because she always goes to the same restaurants and eat the same dishes

She feels a need of changing her habits, she really wants to try some new things

She feels that her friends need to recommend new restaurants and new dishes for her to tryout

She says that trying new things is a better way to get to know all the restaurants the Campus has

She ends doing the exact same thing because her friends always goes to the same restaurants

She says that she always goes to the same restaurant because she knows the quality of the food

SAYS & DOES

When the restaurant is crowded, she doesn't eat because the time is not enough for her to go to class

PAIN

She is worried that her whole career she didn't try new things around the university

She is concern about the fact that other restaurants do not fullfil her thrill for food like the restaurant she always goes to eat

GAIN

She will try new things and will have several options to eat and not staying in the same

She will recognize the best places to go and tell her friends to also try new things