



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?

Negative reviews might lead them to express, "I'm not sure about this place; the reviews are bad."

Users could say, "I'll give them a call" if the contact information is easily accessible.

Express satisfaction, saying, "This business looks reliable and professional."

Users may think about the relevance of the business to their needs.

Users might think about the trustworthiness of the business based on reviews and photos.

They could contemplate whether the business can fulfill their specific requirements.

User to find Requirements is need to restaurant services and satisfactions

Positive reviews might prompt them to say, "I've heard great things about this place; I'll check it out"

They may consider the accuracy and completeness of the information on the profile.

Users might think about how the information presented on the profile compares to other options.

GOOGLE BUSINESS PROFILE ACCOUNT

Users may take action by clicking on the website link or calling the business.

They may read reviews to gather more information about the business.

Users may feel convenience if they quickly find the information they need.

Frustration or annoyance might arise if they encounter outdated or incorrect information.

Users may make a decision to visit the physical location based on the profile.

may leave reviews or ratings after their experience.

Users might also share the profile with others if they find it particularly appealing or disappointing.

They could feel trust if they see positive reviews and professional photos.

Users may feel hesitant or cautious if they encounter negative reviews or incomplete information.

Satisfaction may come from finding a business that seems to meet their 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?