



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?

Food
Quality And
Price

Trendly
place to be
seen

I want
something
Reliable

Creativity
food and
new
experience

Carving to
eat

Create new
sweet
dishes



Kalaiselvi.S

Social
Status

Friendly
Sports

Open new
branches in
center of
cities

Good Taste

Delicious
taste

I glad the
ambiance of
shop



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?