



Says

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

"Their food
is delicious
and
diverse."

1.

1.

3.

preparation in
maintence of
zoho books for
fresh bits catreing

mahalakshmi
rathika
sakthi priya
mathumitha

Excited about
hosting a
successful
event.



Does

What behavior have we observed?
What can we imagine them doing?



See an example

Thinks

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



Research
Fresh Bites
Catering
online.

2.

"I want a
catering
service that
offers a variety
of cuisines."

Feels

What are their fears, frustrations, and anxieties?
What other feelings might influence their behavior?

