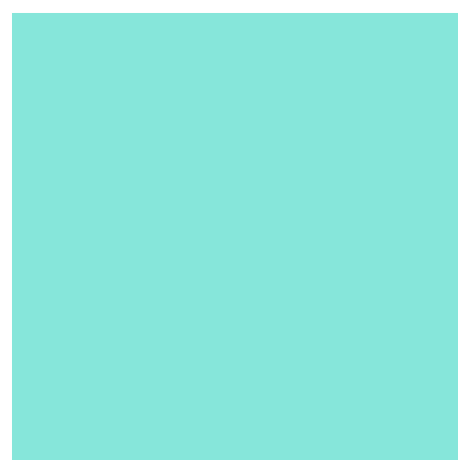




Says

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

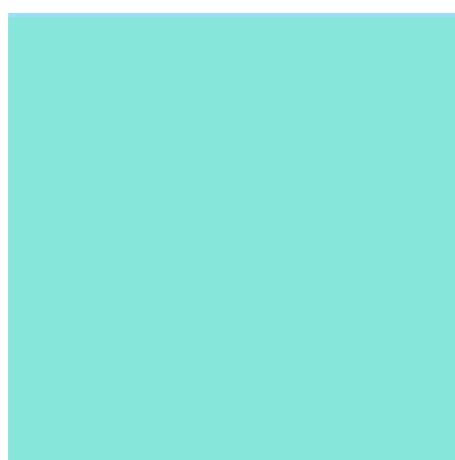
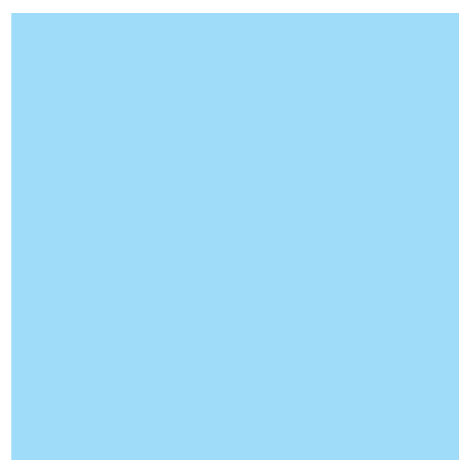
Fresh Bites Catering talks to their clients about their event needs. They communicate the menu options, answer questions, and take orders. They also discuss details like dietary preferences and any special requests.



Thinks

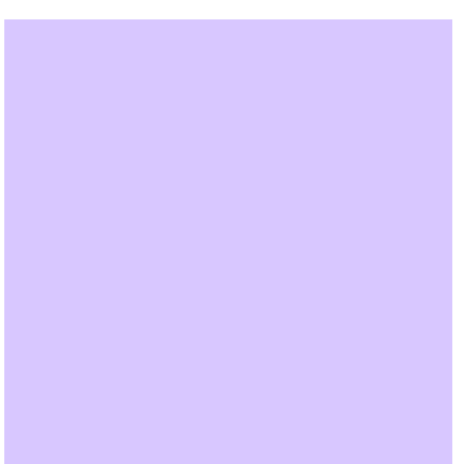
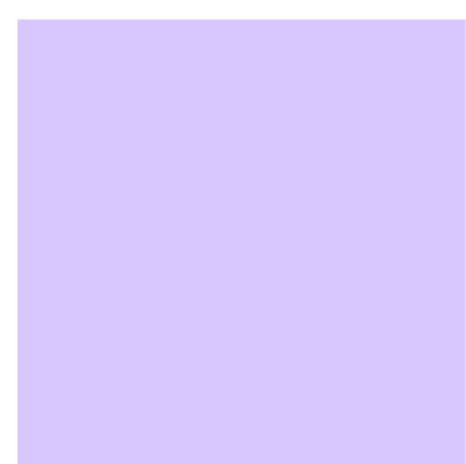
What are their wants, needs, hopes, and dreams?
What other thoughts might influence their behavior?

Fresh Bites Catering thinks about creating delicious and unique food for events. They consider what dishes to make, how to present them, and how to make their customers happy with their choices.



Owners

Fresh Bites Catering prepares and cooks food for various events. They make sure the food looks appealing and tastes great. They set up the serving area, provide excellent customer service during the event, and clean up afterward.



Fresh Bites Catering feels excited about making delicious food and helping people have a great time at their events. They take pride in their cooking skills and enjoy seeing their customers satisfied and happy with the food and service they provide.



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?