



Says

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

OUR BUSINESS
IS VERY
CRITICAL

In season times
we can't deliver
the foods

delivering the
foods for free
is affect our
profit



Thinks

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

free delivery

tasty food

low cost&
worth for
money



Persona's name
FRESH BITES
CATERING

They think
that our clean
towards the
dish is not
right form

we think our
customer
like our food
very much.

they like our
service and
company

Customer
like our
customize
food.

We influence
them by our
convince that
our service is
good



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?