



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?



Feels

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



Does

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

 [See an example](#)



Consumer

Quality and traditional food items

Serve Quality food in reasonable price

provide Multi-Cuisine Foods

Skilled employees

Attractive interior Decoration

Healthy and hygienic food

Oxicious

purchase of quality service equipment according to the theme

Serve delicious Food

Provision of Online delivery

Exited

Provide modern ambiance according to the theme

Fear of huge investment

Customer Satisfaction

Build trade mark standard