



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?

Says

Think

Follow one particular app

Is thiis food tastey or not

Think of gettting soon

seeking for guidance



Catering

Does

Feels

Availability

Subscription

Trust issues

Not satisfied



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?