



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?

Customer: "Wow, Fresh Bites Catering really exceeded my expectations! The quality of their food is unmatched, and every dish feels like a culinary masterpiece."

Foodie Friend: "I'm always the go-to person for recommending good food, and Fresh Bites is my top pick. Their diverse menu caters to every taste, and the flavors are simply divine."

Host at an Event: "Having Fresh Bites cater our event was a game-changer. The guests couldn't stop raving about the food—it added a touch of sophistication and made the event truly memorable."

Event Planner: "Planning events can be chaotic, but with Fresh Bites on board, it's a breeze. They're so organized and attentive to every detail, making my job much easier."

Health-Conscious Consumer: "I appreciate Fresh Bites' commitment to using fresh, high-quality ingredients. It aligns with my healthy lifestyle, and I can trust that I'm making a nutritious choice for my event."

Budget-Conscious Planner: "Fresh Bites offers great value for the quality they provide. I know I can stick to my budget without compromising on the taste and presentation of the food."

Environmental Advocate: "It's fantastic that Fresh Bites emphasizes sustainable practices. Knowing that they prioritize eco-friendly packaging and locally sourced ingredients makes me feel good about supporting them."

Repeat Customer: "Once you go Fresh Bites, you never go back. Their consistent quality and excellent service make me a loyal customer. I know I can rely on them for any catering needs."



Persona’s name

Short summary of the persona

Food Blogger: Takes stunning photos of Fresh Bites' beautifully plated dishes and shares them on social media, writing a glowing review about the exquisite flavors and presentation.

Time-Strapped Professional:
• *Action:* "I'll take advantage of Fresh Bites' online ordering system. It's quick and convenient, allowing me to select the dishes, specify quantities, and schedule delivery—all within a few clicks."

Ordering Online: "I'm on Fresh Bites' website, scrolling through their diverse menu. The online ordering system is so user-friendly, and I can customize my order based on the event's needs."

Engaging on Social Media: "Just posted pictures of the delicious spread from Fresh Bites at our office party! Their presentation is on point, and I love sharing these moments on social media."

Confidence: "I feel confident in choosing Fresh Bites because they've consistently delivered exceptional catering in the past. I know they'll make my event a success."

Excitement: "Planning the menu with Fresh Bites is always exciting. Their creative approach and unique dishes add a sense of anticipation to the event."

Gratitude: "I'm so grateful for Fresh Bites' reliable service. Their professionalism and attention to detail make me feel valued as a customer."

Pride: "Hosting an event with Fresh Bites catering adds a touch of prestige. I take pride in offering my guests a dining experience that reflects quality and sophistication."



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?