



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?



Provides the  
delecious  
and healthy  
foods

Everything is  
done in  
professional

Customize  
the menu  
budget  
friendly

Easy to  
communicate

Not much  
time to  
search  
another  
caterer

The food is  
good the  
customer will  
be happy

Hopes the  
food is  
good

Serving the  
food neatly

Delivery of  
foods in  
proper timing  
to customers

Easy to get  
the food  
menu

Sample  
foods from  
different  
caterers

Research the  
caterers  
from online  
read  
reviews

Stressed  
about  
planning  
event

Worried that  
something  
might go  
wrong

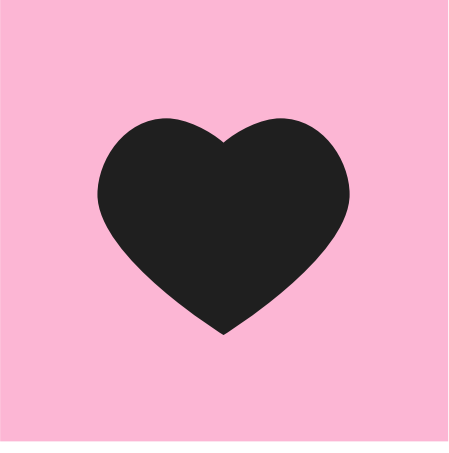
Vehicle  
parking  
Facilities  
Available

Excited to  
have  
delecious



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?