

## Says

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

#### **TEXTURE** &MOISTNESS

A good cake is often described as soft, fluffy, and perfectly baked.

> **DECORATIONS & PRESENTATION** People admire welldecorated cakes, with intricate designs, fondant sculptures, or themed decorations adding to the appeal. The presentation of a cake often enhances the overall dessert experience.

#### **FROSTING & TOPPINGS**

The type of frosting, whether buttercream, cream cheese, fondant,often a topic of discussion.

### **Thinks**

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



**BELIEFS & VALUES** Core beliefs and values shape behavior by guiding decisions and actions based on what an individual considers morally or ethically right.

COGNITIVE **PROCESSES** Mental processes like solving, decisionmaking, and memory greatly impact behavior.

**ECONOMIC** CONSIDERATIONS **Economic factors like** income, resources, and financial stability can influence behavior, decisions, and lifestyle choices.



# FOOD QUEST

**TECHNOLOGY** INTERACTION With the advent of technology, people exhibit behaviors related to digital interactions, social media usage, online shopping, and information seeking

**GROUP DYNAMICS Behaviors within** groups include leadership, conformity, cooperation, conflict resolution, and decisionmaking processes.

SOCIAL INTERACTION People engage in verbal and non-verbal communication, including speaking, listening, gestures, facial expressions, and body language, to convey thoughts, feelings, and intentions.

Generalized Anxiety: Persistent and excessive worry about various aspects of life, even when there is

little or no apparent

reason for concern.

**WORK RELATED FRUSTRATIONS** Challenges at the workplace, including lack of recognition, unfulfilling tasks, difficult colleagues, or slow career progress.

Human behavior

influenced by a

wide spectrum of

emotions and feel

is profoundly

ings



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?

