



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?

Our specials for today are TANDOORI.

Welcome to TASTY TROTTERS!
What can I get for you today?

Is there anything specific you're craving?

Pressure to prepare orders quickly during busy periods.

Excitement about serving delicious food to customers.

Gratitude for customer support and positive feedback.



How can I improve the menu to attract more customers?

Is there a better location I can park the food truck for lunch?

I need to order more [ingredient] to ensure we don't run out.

Maintains cleanliness and hygiene in the food truck.

Manages inventory and restocks supplies.

Interacts with customers, takes orders, and processes payments.



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?