

Says

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

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



Thinks

What food do you like?

What kind of foods menu do you like?

Where should I start my catering service

May be this isn't the best

I want something prepare healthy and hygienic foods

What is best for me?

Fresh Bites catering

the persona

l will do make some decisions for my catering business

I will produce different kinds of menus

I will do opening more branches

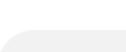
Very excited about my catering business

I feel like very happy

Coustomer trust to my catering service

Does

What behavior have we observed? What can we imagine them doing?



What are their fears, frustrations, and anxieties? What other feelings might influence their behavior?



