



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?

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 ?



I 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?



Feels

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