

SAYS

"I'm craving pizza tonight."
"I want a quick meal."
"I prefer a variety of toppings."

THINKS

Craves comfort food.
Worried about delivery times.
Wants value for money.

DOES

Orders online or by phone.
Checks online reviews and ratings.
May share pizza with family or friends.

HEARS

Friends recommending a new pizza place.
Co-workers discussing lunch plans.
Online food influencers reviewing pizza.

PAINS

Long delivery wait times.
Limited vegetarian or gluten-free options.
High prices for quality pizza.

GAINS

Craving satisfaction.
Convenience and speed.
Great taste and quality.

empathy map

