



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?

Compare
with price
other apps

get the food
with less
price

Book mark
some
restaurant

is this food
tasty or not

seeking for
guidance

think of
getting soon



Fresh bites catering
Short summary of
the persona

tracking the
food

not satisfied

availability

subscription

confused
with
discounts

trust issue



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?