



Says

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

Their food is
delicious
and diverse

Their
service is
reliable and
professional



Thinks

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

"I want a
catering
service that
offers a variety
of cuisines

I need a caterer
for my upcoming
event, and it
should be
hassle-free

PREPARATION AND
MAINTANENCE OF
ZOHO BOOKS FOR
FRESH BITES
CATERING

S.AYYAMMAL
HEMALATHA
JEEVA REKHA
JENIFER JASMINE

Research
Fresh Bites
Catering
online.

Contact Fresh
Bites for a
quote or
consultation

Excited about
hosting a
successful
event

Anxious
about
choosing the
right caterer



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?