



Says

What have
What can v

Their food is
delicious and
diverse

Their service
is reliable
and
professional

Fresh
ingredients
make a
noticeable
difference



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

I wonder if
Fresh Bites can
accommodate
dietary
restrictions



Preparation and Maintanence of ZOHO books for Fresh Bites Catering

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Research
Fresh Bites
Catering
online

Excited about
hosting a
successful
event

Contact Fresh
Bites for a
quote or
consultation

Read reviews and
ask for
recommendations
from friends

Anxious
about
choosing the
right caterer

Hopeful that
Fresh Bites
can meet
their
expectations



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?