



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?

FULL TIME
CATERING
SERVICE



FRESH BITES CATERING

1. S.GAYATHIRI

2. P.GAYATHRI

3. V.GOMATHI

4. P.HARINI

I couldn't find food that I want

I don't have enough cash with me right now

Uncomfortable paying cash .

What this dish look like?

Annoying

Doesn't want frozen food.

Spent 30 mins scolling and quit at the end

Go downstair to pick up food and pay the driver in cash.

Looking for food that matches Interest

What should I eat today?

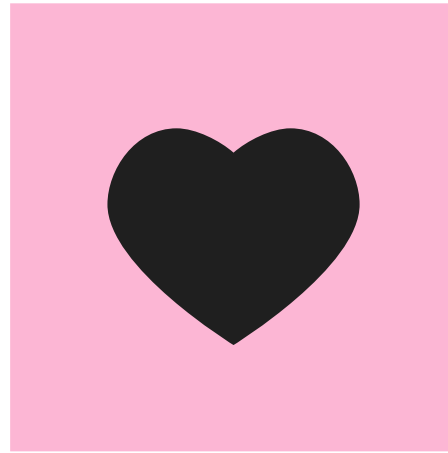
I'm hungry, but I don' t have time to go downstairs.

Why don't they provide card payment.



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?