



Says

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

Fresh  
vegetables

Prices are  
comparatively  
lower

Display  
number of  
items



Fresh bites catering  
P.Sneha  
M.Srinathi  
M.Srileka  
J.Tamilselvi



Thinks

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

Customer  
can easily  
find product  
?

Is it safety  
and security  
for our  
transaction?

Attractive  
pamphlets

Spicy foods

Very easy  
find the  
products

Perfect  
alignment



Does

What behavior have we observed?  
What can we imagine them doing?

Maintain  
accurate  
records

Manage  
their  
financial  
process

Refine  
design per



Feels

What are their fears, frustrations, and anxieties?  
What other feelings might influence their behavior?