I want a catering service that offers a variety of cuisines

What are their wants, needs, hopes, and dreams?

What other thoughts might influence their behavior?

"Their food is delicious and diverse."

Fresh
ingredients
make a
noticeable
difference

Their service is reliable and professional

I need a caterer for my upcoming event, and it should be hasslefree

wonder if Fresh
Bites can
accommodate
dietary
restrictions



Preparation and maintanence of ZOHO Books for Fresh Bites Catering

Research
Fresh Bites
Catering
online

v.DEEPA
K.KARTHIGAI SELVI
M.PAVITHRA
B.ARUL KUMARAN

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

Feels

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



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

