

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?



I was expecting something different!

I run out of time to pack a good lunch

I am too
busy to
cook healthy
food

The cheese was too expensive

May be this isn't gonna taste as good...

I wish had more time to focus on eating habits



KAVIPREETHI.P

Business Card

I sometimes eat foods like packet

noodles

Compares which product to use

Checks for online recipes

Guilty about skipping gym

Too tired to think about preparing food

Impatient



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?

