

What can we imagine them saying?

Stand Out from the Competition

Educational Reicpe for Success

> Research the market, take a good look at competitors

Serve Quality Food

> Find your niche

Draft a menu



Does

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



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



Offer a diverse menu

Top-Notch Customer Service

> Marketing and Networking

Persona's name Short summary of

the persona

Served food and beverage in a delegated, timely manner

Stocked and maintained serving supplies and utensils

Worked eight events per week on average

Feels

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



See an example