



Says

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

I want something reliable

Will all the members come ?

Why don't they provide card payment

what this dish look like ?



Thinks

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

Cheap or expensive

I want something awesome

Too many acronyms

What is best for me?



FRESH BITES CATERING

Looking for foods that matches interest

I could not find food that i want

Asks friends

Speed 30 mins scolling and quit at the end

What should i eat today ?

Annoying

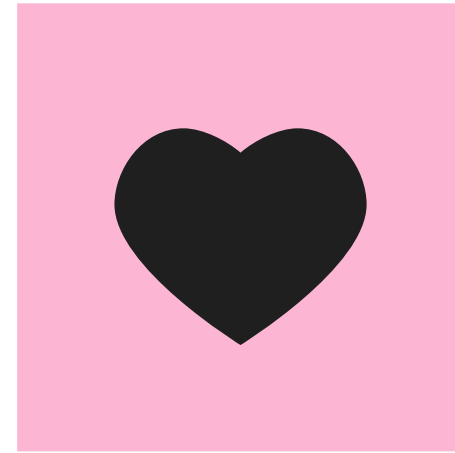
Does not want frozen food

Overwhelmed



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?