



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?

Aska about menu options and pricing during the initial inquiry.

Express the desire for fresh and locally sourced ingredients.

we're looking for a solution that can help us streamline our invoicing and expense tracking processes.

it's important for us to have accurate financial reports for decision - making.

Inquires about the level of customization available for the menu .

considering specific dietary preferences and restrictions of the attendees.

Researching catering options for an upcoming event

Worried about finding a reliable and high-qualith catering service.

Wants to impress guests with delicious and visually appealing food.



PREPARATION AND MAINTANANCE OF ZOHO BOOKS FOR FRESH BITES CATERING

Conducting online research to find catering options.

Contacting fresh bites catering to inquire about their services.

Excited about making hosting a successful event.

Frustrated with the previous manual financial management process.

Relieved to have a more organized and efficient financial management system in place.

Anxious about making the righth catering choice

Wants to feel confident in the quality and presentation of the food

Sharing event details and expectations with fresh bites.

Requesting a menu or pricing information.

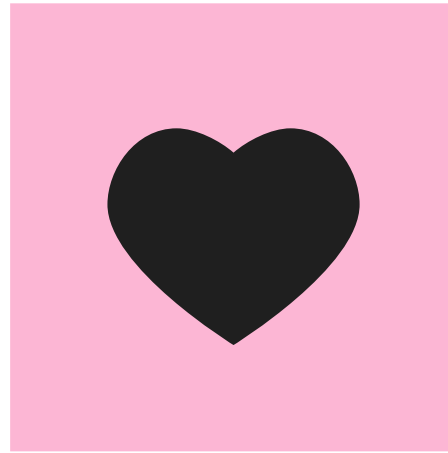
Booking a consultation or tasting session with fresh bites.

Hopeful that fresh bites will provide a personalised and memorable experience



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?