



Says

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

communicate
their order and
enquire about
rooms and
special DJ
Nights.

May provide
feedback for
compliments to the
resort managers,
sharing their
opinions and
experiences.

Engage in
conversations
with friends or
family.

Thinks

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



They may plan
their day, work, or
engage in other
thoughtful
activities.

Customers
contemplate
their choices
from their
choices.

Reflecting on
conversations
and the
interactions they
have at the
Ocean Breeze.

OCEAN BREEZE RESORT

Use electronic devices such as
smartphones, laptops, indicating
an act of leisure.

Reading materials such
as
books, dancing, enjoying
to their fullest.

Customers
engage in
conversations,
enhancing their
experience at
the resort.

Social interactions
contribute to a
feeling of
connectedness with
others, enhancing
the emotional
experience.

Their emotions
might range of
excitement
about the
coffee or food.

Customers often
feel a sense of
relaxation and
comfort while
enjoying their
time at resort.



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?



[See an example](#)