



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?

The food looks Delicious

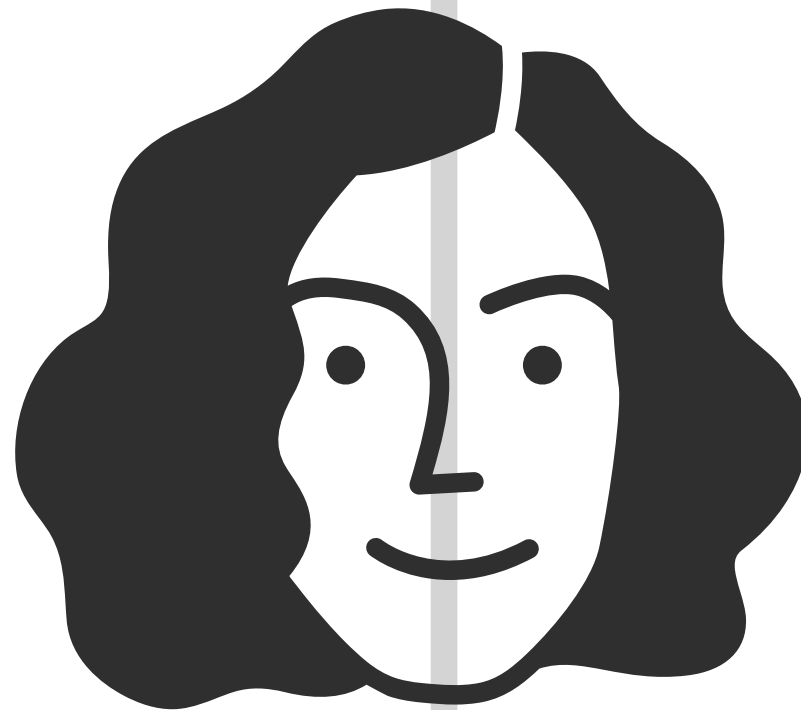
The food is fresh and made to Order.

The fees are reasonable

Hope, their food is as good as it looks.

i'm excited to try this new cateringf company

I'm looking forward to celebrate my Special Events



CLIENTS

Clients are one who needsservices of Food preparation and providing.

Research the service providers online.

contact service providers to inquire about orders

Attend catering event

Delicious Food

Exited, Hopeful

Feels Happy



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?