



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?

Their food is
delicious
and diverse.

I want a
catering
service that
offers a variety
of cuisines.

Their service
is reliable
and
professional

Fresh
ingredients
make a
noticeable
difference

I need a caterer
for my upcoming
event, and it
should be
hassle-free

I wonder if
Fresh Bites can
accommodate
dietary
restrictions



Preparation and Maintenance of ZOHO books for Fresh Bites Catering

K.BalaMurugan

P.Bharath

R.Bharathwaj

P.Dhanushpandiyan

R.Maruthupandi

Research
Fresh Bites
Catering
online.

Contact
Fresh Bites
for a quote or
consultation.

Read reviews and
ask for
recommendations
from friends

Excited about
hosting a
successful
event

Anxious
about
choosing the
right caterer

Hopeful that
Fresh Bites
can meet their
expectations



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?