

## Says

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

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



**Thinks** 

Gathers and shares market research findings to identify emerging trends and customer preferences.

Communicates findings to the team and stakeholders to make informed decisions.

Announces and promotes the diverse catering menu options to potential clients.

Clearly communicates the range of cuisines and dietary options available.

Feels informed and confident in market expansion decisions based on thorough research.

Feels excited about offering a wider range of catering options to clients.



## Persona's name

R.Mohamed Askar Mohamed Yaser

Aims to reduce operational stress and inefficiencies by streamlining processes.

Strives to create a motivated and well-trained workforce.

Identifies suitable locations for expansion based on market research.

Negotiates with venues and event planners to secure catering contracts in new areas.

Collaborates with culinary experts to create an innovative catering menu.

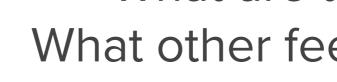
Incorporates trending cuisines and dietary options into the menu.



## Does

What behavior have we observed? What can we imagine them doing?





What are their fears, frustrations, and anxieties? What other feelings might influence their behavior?



**Feels**