



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?

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

Clearly communicates the range of cuisines and dietary options available.

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

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

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.

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

Identifies suitable locations for expansion based on market research.

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?



Feels

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