



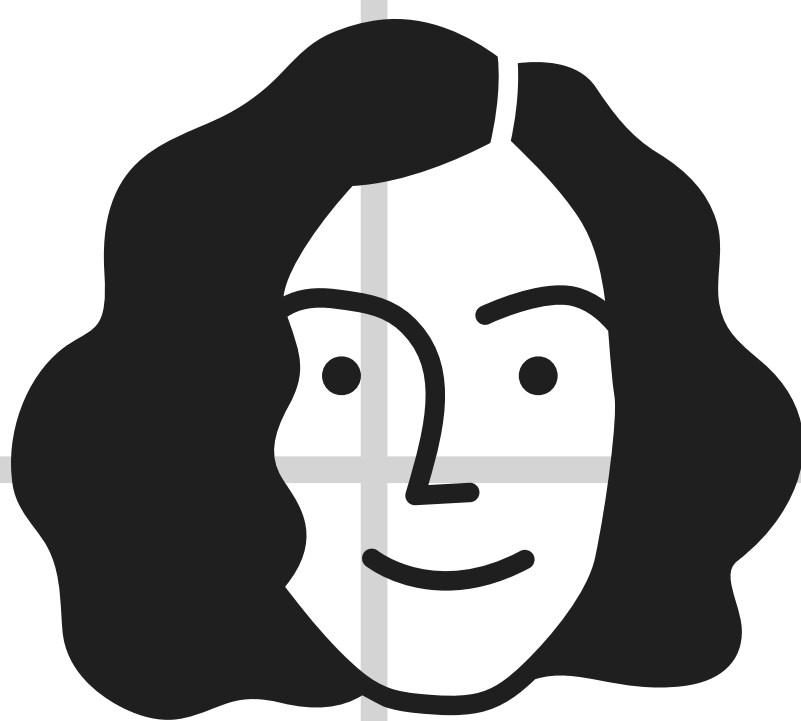
Says

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?



preparing
food

planning
menu

deliver an
service

cocernts
and event

improving
iinfrastucture

budeget

health
and
safty

faster
operation

develop
management

improved
staff
morale

different
types of
food

discount
in fastivel
time



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?