



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?



Persona's name

Short summary of  
the persona

How do you  
perceive food  
handling ?

How do you  
handle  
difficult  
customer ?

how do you work  
within a team ?

Make sure you  
display your  
understanding of  
this to your  
potential employer

Dealing with  
unhappy and  
difficult customers is  
extremely common  
in catering

this job will  
almost  
definitely entail  
a lot of  
teamwork

Transportation  
of all food

Complying  
with  
regulations for  
food safety  
and handling

serving and  
decorative  
items to the  
event venue

To Promote  
the Catering  
Service to the  
people

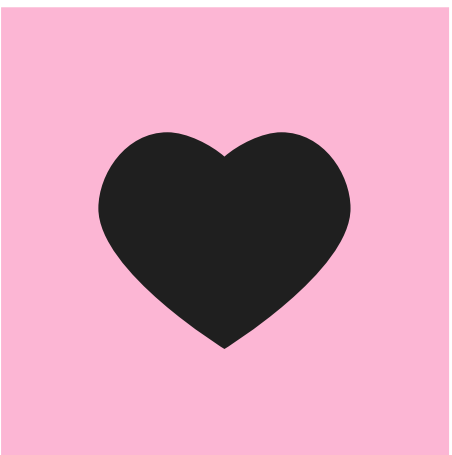
To Earn  
profits from  
the Catering  
Service

To make  
proper  
catering  
services



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?

 [See an example](#)