Says What have w What can we

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?



verbal requests or preferences related to food

comments or reviews on catering on catering services

feedback given during or after an event their expectations for the catering services

any concerns or worries about the food and service

what goes through their mind when planning an event

FRESH BITES CATERING

how they plan and organize events

interactions
with catering
staff and
events

their choices in selecting catering services their excitement or anxiety about the upcoming events

satisfaction or frustration during the event

how they feel about the taste presentation and over all experience of the



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?

