



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?



After some amount of time, it becomes too much and the experience deteriorates

The menu should be user friendly enough to give you exactly what to expect

everyone has personal favorites but we definitely try something new as a group

The menu should look and resemble what you get in real life.

Learned about group appetite limits from going with the same people

Would like his group to be able to place an order ahead of arrival.

Goes sushi with a big group

Prefers all you can eat sushi

Tries to minimise food waste by ordering the right amount

Feels full after 6 sushi rolls

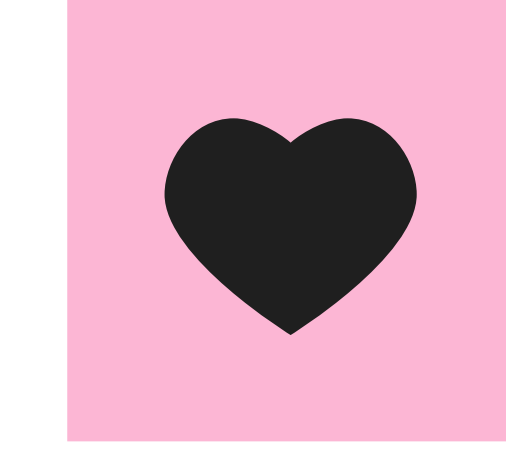
Doesn't like it when his party arrives at different times

Feels pressure when he's ordering from staff



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?