



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?



Feels

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



Does

What behavior have we observed?  
What can we imagine them doing?

Create a Reel Using Canva  
Brand name : Heaven's Restaurant



Heaven's Restaurant  
*The only place that makes you happy*

Customer

User experience

The food at this restaurant is amazing! I can't get enough of it

I'm always impressed by the creativity in their seasonal specials.

From the moment you walk in, you feel like a valued guest. It's a special place

The menu has a great variety of options. There's something for everyone

Their service is top-notch. The staff is always friendly and attentive.

To have a great time with family, friends, or colleagues.

Delicious and appealing food options.

To have a consistently positive dining experience at the restaurant.

Convenience in terms of location and opening hours.

Accessible and clear information about the menu, pricing, and location

thinking about how to effectively convey the unique features and advantages of dining at the restaurant

They might be envisioning scenes, shots, and content that would best highlight the restaurant's offerings and ambiance.

considering factors like lighting, music, narration, and visual effects to enhance the promotional video.

contemplating how to incorporate appealing visuals of the dishes, the restaurant's interior, and happy diners

Inconsistencies in food quality or service can lead to dissatisfaction.

Some customers may be anxious about overspending or not getting value for money.

Customers may be concerned about crowded environments and want to ensure a safe dining experience.

restaurant won't live up to their expectations in terms of food quality, service

Customers may be frustrated by long wait times for a table or for their food to be served