



### Says

What do customers say or express when they visit the chicken shop

I need fresh chicken for tonight's dinner

"Do you have boneless chicken?"

"I'm looking for a family pack of chicken wings."

### Thinks

Explore the thoughts, concerns, and motivations of customers.



"Is the chicken fresh and safe to consume?"

"I hope they have the quantity I need in stock."

"Are there any special offers or discounts today?"



## Bisimi Chicken

Browse the chicken selection

Inspect the chicken for freshness

Browse the chicken selection

Satisfaction when finding what they need

Trust in the quality of the chicken

Frustration if the shop is crowded or out of stock



### Does

What actions do customers take when they visit the chicken shop

### Feels

Consider the emotional states of customers.



[See an example](#)