



Says
What have we heard them say?
What can we imagine them saying?

Their food
is delicious
and
diverse

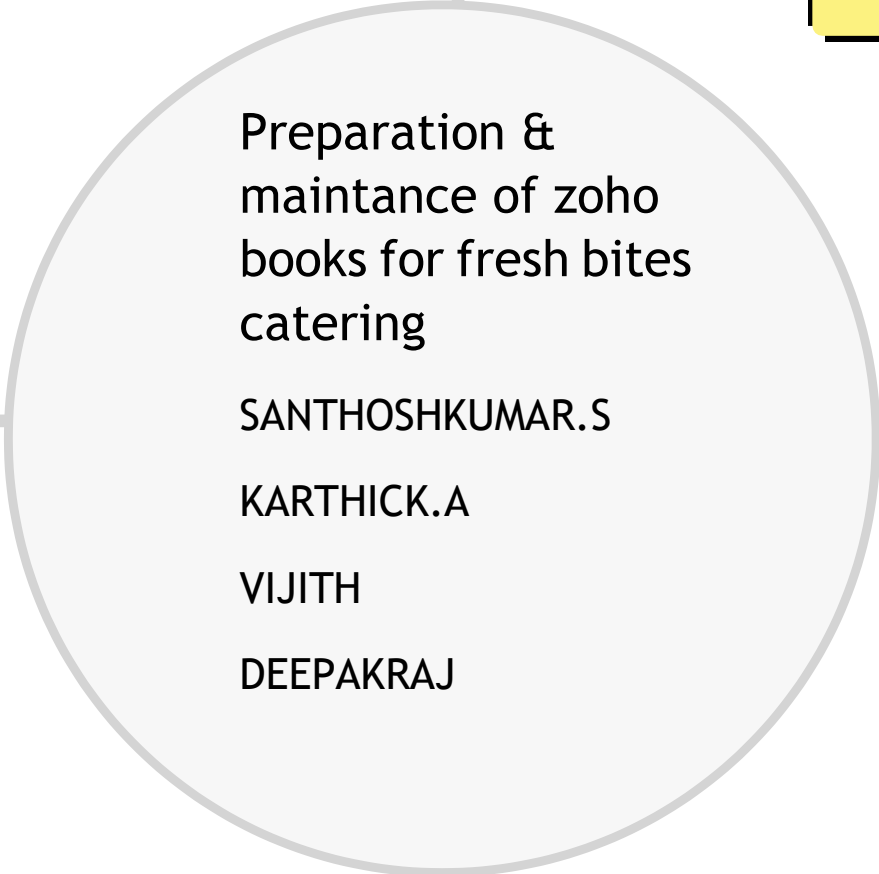
Their
service is
reliable and
professional



Thinks
What are their wants, needs, hopes, and dreams?
What other thoughts might influence their behavior?

I want a
catering
service that
offers a variety
of cuisines

I need a caterer
for my upcoming
event, and it
should be hassle-
free



Excited about
hosting a
successful
event

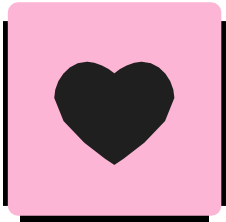
Anxious
about
choosing the
right catere



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

Research
Fresh Bites
Catering
online

Contact Fresh
Bites for a
quote or
consultation



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