



Says

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

It would be great if i could pick each individual thing

I won't be getting anything that is tempura or in a teriyaki sauce.

That is why I like sushi most of the time. It's mostly gluten-free.



Thinks

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

Thinks that most of the sushi menu will be gluten-free.

Delivery is good for filtering gluten-free but Uber Eats isn't.

Thinks that getting the best value can be done



fresh bites catering

Short summary of the persona

Brings gluten-free soy sauce to sushi restaurants.

Orders the high value sushi items all you can eat sushi

Buys sushi in deliveroo every 1.5 weeks

Worried if the maggie was just tuna because its hit and miss.

Frustrated that you cant get specific gluten-free menu.

Surprise that some times some sushi menus are well labelled for gluten-free diets.



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?