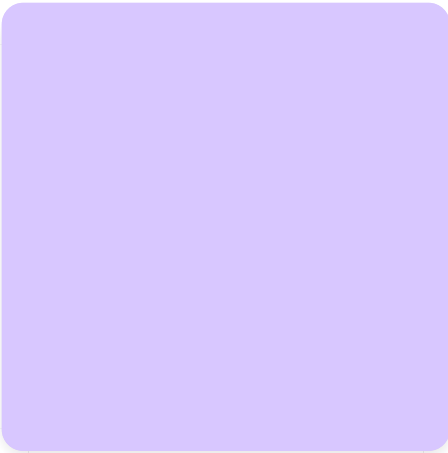




Says

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



Advetising  
for people

Quantity  
and Quality  
for the  
check

The taste  
low is  
increase

the provide  
for many  
offers

the  
provides  
for product  
services



Thinks

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

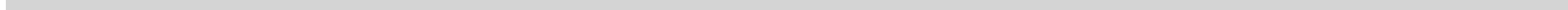
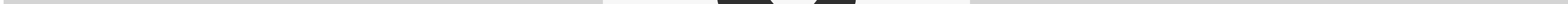


no delivery  
charge for  
the  
products

hygienics  
for  
products

Low prices  
for the  
product

The shop is  
people  
covered by  
thengood  
ambiance



Does

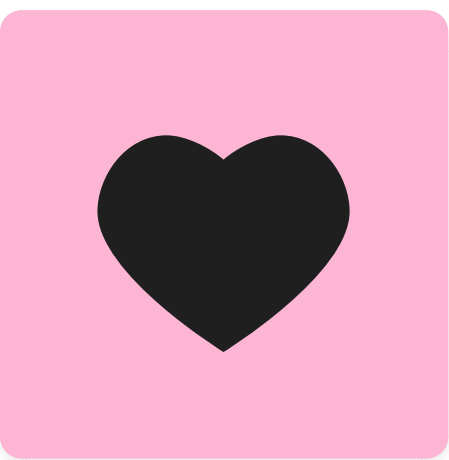
What behavior have we observed?  
What can we imagine them doing?

the next  
stop for the  
online  
business

treat every  
customer  
for smiley  
face

Natural  
ingredients  
for the  
product

for many  
branches



Feels

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

this the  
good  
Experience

various for  
the  
experience

Motivation  
for the  
many  
branches

how to  
treat a  
customers