



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?



The food
looks
delicious

The food is
fresh and
made to
order

The fees
are
reasonable

I'm excited to
try this new
catering
company

Hope,their
food is as
good as it
looks

I'm looking
forward to
celebrate my
special
events

Research
the service
providers
online

Attend
catering
events

Contact
service
providers to
inquire about
orders

Exited,hopeful

Delicious
Foods

Feels
Happy



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?