



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

What do you think?

I want to be able to work more quickly

I Was expecting something different



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

Foods are very taste

What else am i missing

Is this really worth it



Fresh Bites Catering
Short summary of the persona

MORE research

Makes Decision

complete processes



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?

Fear

Focused

Excited