



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?

Their food is
delicious
and diverse

Their service
is reliable
and
professional

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 caterer

Research
Fresh Bites
Catering
online

Contact
Fresh Bites
for a quote or
consultation



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?