



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 is
fresh and
made to
order.

I'm looking
forward to
celebrate my
special
events

The fees are
reasonable

The food
looks
Delicious

I'm excited to
try this new
catering
company

Hope, their
food is as
good as it
looks.



CLIENTS

Clients are one who needs
services of food preparation
and providing

Attend
catering
event

Research the
service
provider
online

Exited,
Hopeful

Contact
servce
providers to
inquire abiut
order

Delicious
food

Feel 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?