



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?



Persona's name
Short summary of the persona



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?

"Their food is delicious and diverse."

"Their service is reliable and professional."

"Fresh ingredients make a noticeable difference."

"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."

"I wonder if Fresh Bites can accommodate dietary restrictions."

Research Fresh Bites Catering online.

Read reviews and ask for recommendations from friends.

Contact Fresh Bites for a quote or consultation.

Quality food that impresses guests.

Hassle-free catering experience.

Assurance that dietary needs will be met.