



**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