



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

fresh bites  
catering cater  
for  
school,colleg  
and universities

We serve a wide selection  
of food and beverages,  
whilst keeping in mind the  
nutritional needs of  
students by offering a  
range of healthy meal  
plans.

But we don't just  
serve any food –  
we also prioritize  
the nutritional  
needs of  
students.

healthy,hygenic  
food

we needs to  
maintaine  
the health

there is  
condition to  
intake food

Some individuals  
may take a moment  
of quiet reflection  
after a fresh bite,  
processing the taste  
and texture before  
they continue eating.

If the food is exceptionally  
good, people might  
immediately take another  
bite to continue enjoying it.  
This action can indicate  
their enthusiasm for the  
dish.

Some people have  
a keen interest in  
cooking and may  
attempt to identify  
specific ingredients  
or flavors in the  
dish.

Some individuals have  
specific textures they find  
unpleasant. Taking a fresh  
bite of something with an  
unexpected or unappealing  
texture can lead to  
frustration and discomfort.

The price of the food can  
also be a source of anxiety  
or frustration, especially if  
the individual perceives the  
food as expensive or  
wasteful.

Concerns about food safety  
can lead to anxiety. People  
may worry about the  
freshness of the food, the  
risk of foodborne illnesses,  
or the hygiene of the  
preparation process.



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?