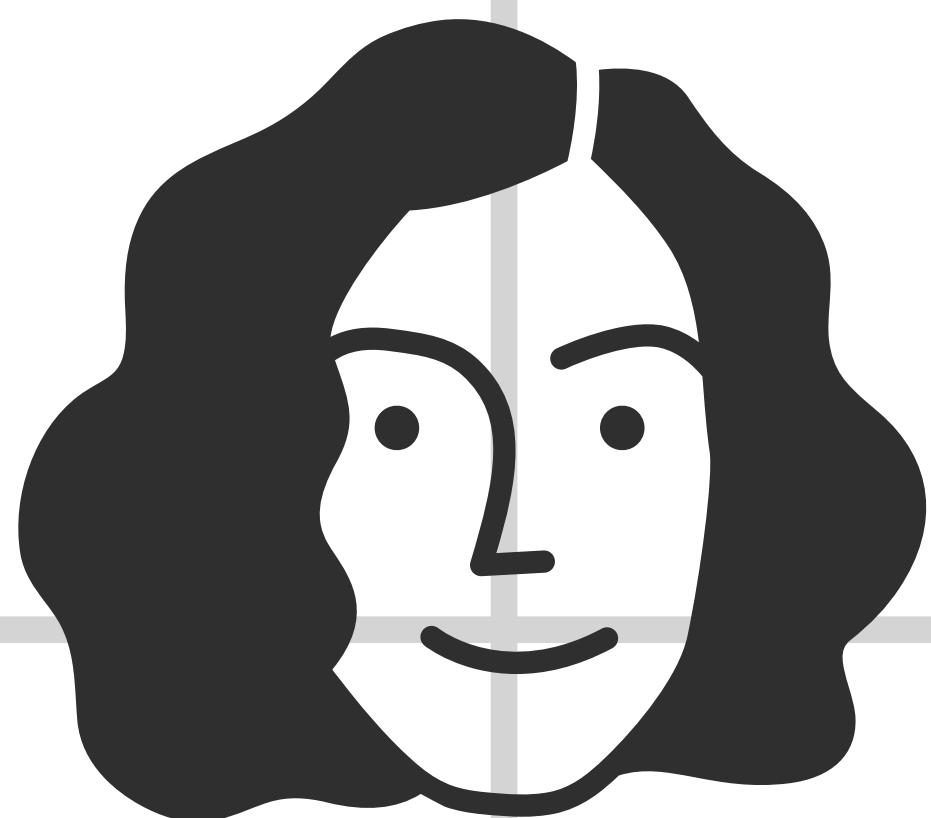




Says
What have we heard them say?
What can we imagine them saying?



Thinks
What are their wants, needs, hopes, and dreams?
What other thoughts might influence their behavior?



Book mark
some apps

what are
the apps
available

Get the
food with
less price

Seeking for
guidence

Compares
prices with
other app

Is the
food tasty
or not

Get tasty
and
delicious
food

Think of
getting
soon

Go through
offers and
discounts

Avalability

Confused
with
discounts

Not
satisfied

Tracking
the food

Check with
ratings and
reviews

Subscription

Frustrated

Trust issue



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?