



Says

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

We need a catering service for our upcoming event

Can you provide a diverse menu with dietary options

Timely delivery and setup are crucial



Thinks

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

Desire for a stress free event

Concerned about dietary restrictions

Excitement about impressing their guest



Fresh bites catering

Organisation in need of catering services.

Research catering options online

Attend food tastings if available

Request quotes and sample menus

Budget constraints

Worries about food allergies or dietary preferences

Fear of poor service or food quality



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?

See an example