

## Says

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

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

"I hope the

food is as

good as it

pictures."

looks in the



"Their website looks appealing; let's check the menu."

"Is there a Chicken Blast near me?"

"I'll call them to inquire about their daily specials."

"I'm in the mood for some crispy chicken."

Create Brand Name, **Brand Mail and Brand Logo in Canva** 

TITLE:CHICKEN BLAST

"I want a hassle-free and quick ordering process."

"Are they open late for dinner?"

**Thinks** 

"I wonder if they offer any vegetarian options for my friends."

Chicken Blast website."

"Visits the

Leaves a positive review after enjoying the meal.

Scans the menu and checks for delivery options.

Places an online order for chicken and sides.

Conscious of dietary choices and looking for healthier options.

Excited about the idea of a delicious chicken meal.

Hungry and eager to satisfy their craving.

Anxious about the delivery time and whether the food will arrive hot.

Does

What behavior have we observed? What can we imagine them doing?



See an example

**Feels** 

What are their fears, frustrations, and anxieties? What other feelings might influence their behavior?

