



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?



fresh bites catering

"We use Fresh Bites Catering for all of our office events, and they are always a huge hit. The food is delicious, and they are very accommodating to our dietary needs. We would highly recommend them to any business looking for a caterer."

"We recently used Fresh Bites Catering for our company picnic, and they were absolutely amazing! The food was delicious, and the staff was so friendly and professional. We would highly recommend them to anyone looking for a caterer."

"We had Fresh Bites Catering do the food for our wedding, and it was a huge hit with our guests. The food was so fresh and delicious, and the presentation was beautiful. We were so happy with their services, and we would definitely recommend them to other couples."

Customers want fresh and healthy food: Fresh Bites Catering specializes in providing fresh, healthy, and delicious food for a variety of events. The company assumes that its customers are looking for food that is both healthy and enjoyable to eat.

Customers want a variety of food options: Fresh Bites Catering offers a wide variety of food options to choose from, including appetizers, main courses, side dishes, and desserts. The company assumes that its customers want to be able to choose from a variety of food items to meet the needs of their guests.

Customers want professional and reliable service: Fresh Bites Catering is a professional catering company with a reputation for reliability. The company assumes that its customers want to work with a caterer that they can trust to deliver high-quality food and service.

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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