



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?

Go downstairs  
to pick up  
food and pay  
the driver in  
cash

spend 30mins  
scrolling and  
quit at the end

join us on journey to  
make healthy eating  
accessible ,  
enjoyable,and sustainable  
for everyone.  
Together,let's create a  
healthier, happier,and  
more prosperous society

This dish  
looks like

Annoying

Doesn't  
want forzen  
food



Looking for  
food that  
matches  
interest

I couldn't  
find food  
that I want

I don't have  
enough cash  
with me right  
now

What should  
eat today?

I'm hungry, but  
I don't have  
time to go  
downstaris

Why don't  
they provide  
card  
payment



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?