



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?



Feels

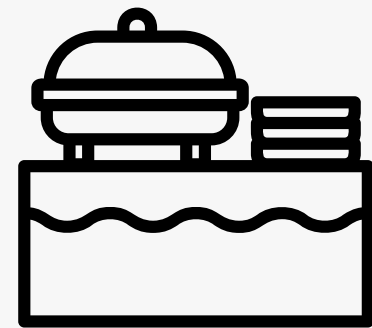
What are their fears, frustrations, and anxieties?
What other feelings might influence their behavior?



Does

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

See an example



Fresh bities catering

Idly,Ghee pongal.
Tiffen sambar.
2 Chutneys

Medhu vadai.
Poori potato masala.
Oothappam,Dosa.

Podi dosa.
Gulab jamun
Carrot Halwa.
Filter coffee.

Good quality
of chief.
Budget
saving
foods.

Correct time
to finish the
orders

Diffeent
types of food
to give

Use quality of
chief.
Making
various dishes.

To choose the
pattern of seving the
food.
Serve the cool
drinks.

Decoration the
piaces of catering
services.
Choose the menu
with the clients.

Catering
confirmation.
Satisfied the
customs.

Geeting good
names while
giving good
service and foods.

Expected a profit on
catering services.
Safety and security
of catering services.