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?



communicates with clients to understand their event needs

Provides information about services and pricing

Discusses Menu options Focuses on creating memorable experiences

Considers
way to
improve menu
offerings

Thinks about efficient logistics for timely delivery



## Umamaheshwari

Short summary of the persona

coordinates with clients provides
catering
services
for events

Manages Food preparation and delivery

prepares

Takes pride in providing delicious Foods

Feels the pressure to meet clients expectations

Experinces satisfaction when clients appreciate their services



Does

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

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



