



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?

Their food  
is delicious  
and  
diverse

Their  
service is  
reliable and  
professional

I want a  
catering  
service that  
offers a variety  
of cuisines

I need a caterer  
for my upcoming  
event, and it  
should be hassle-  
free

Preparation &  
maintance of zoho  
books for fresh bites  
catering

**M. VASU**

Nithish Krishnan  
Mohamed Riyas  
Khan  
K. Prakash

Research  
Fresh Bites  
Catering  
online

Contact Fresh  
Bites for a  
quote or  
consultation

Excited about  
hosting a  
successful  
event

Anxious  
about  
choosing the  
right catere



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?