



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?



Expresses a desire for a hassle-free event catering experience.

"I'm concerned about dietary restrictions for our guests."

Expresses a desire for a hassle-free event catering experience.

"I hope the catering will impress our clients and colleagues."

"I need the catering to be within our budget."

"I wonder if Fresh Bites Catering can accommodate our vegetarian and gluten-free guests."

Researches online for catering services.

Contacts Fresh Bites Catering to inquire about menu options and pricing.

Seeks recommendations from colleagues or friends who have used Fresh Bites before.

Excitement: Anticipating a successful event.

Anxious: Worried about making the right catering choice.

Relieved: If Fresh Bites can offer a solution that meets their needs.



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?