



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?

"A coffee shop is where dreams percolate and stories brew."

"Enjoy Coffee: Of course, enjoying coffee or other beverages is a common activity while reading or socializing."

"A great book and a cozy coffee shop make the perfect blend for a delightful escape."

"Coffee and a good book: the ultimate duo for a soulful journey through words and caffeine."

A book in one hand and a cup of coffee in the other, the perfect equation for a peaceful afternoon

"In the heart of a coffee shop, stories unfold and characters find solace within the aroma of freshly brewed coffee."



Symphony sips  
" A TALE IN EVERY TASTE "

"people typically enjoy reading books, magazines, or newspapers while sipping their coffee"

" The coffee shop with a reading nook—a **BIBLIOPHILE HAVEN** and a coffee lover's sanctuary."

People often "**meet up with friends**" or colleagues to catch up, have discussions, or collaborate on projects in a relaxed setting.

"A good book and a cup of coffee can turn an ordinary day into an extraordinary escape."

"A bookstore is a treasure trove where every page is a new adventure."

"Books and coffee: the perfect blend of knowledge and warmth."



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?