# 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."

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

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

" The coffee shop with a reading nook—a ***BIBILIOPHILE***

***HAVEN*** and a coffee lover's sanctuary."

# Symphony sips

***" A TALE IN EVERY TASTE "***

## "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?