

## What does she THINK AND FEEL?

What really matters to her? What occupies her thinking?  
What worries and aspirations does she have?

She is going out and socializing  
She is waiting for service  
She feels that it is too crowded  
She thinks the drinks are good  
She thinks the food is good  
She thinks the service is bad  
She doesn't want bad food  
She is connecting with friends  
She wants to share a good experience  
She wants to try something new

## What does she HEAR?

What are friends family and other influencers saying to her that impacts her thinking?

She reads reviews on Yelp and Zagat  
She uses Snap-chat and Instagram  
She frequently texts friends  
She participates in group activities  
She looks for quality  
She communicates by visual socialization (images)  
She gets recommendations through word of mouth  
She believes there are too many options

## What does she SEE?

What things in her environment influence her?  
What competitors is she seeing?  
What is she seeing friends do?

She notices that the environment is chaotic  
She notices that the conversations are loud  
She sees that there are mostly young people  
She spends time with friends after work  
She spends time on twitter and blogs  
She works in a professional setting



## What does she SAY AND DO?

What is her attitude towards others?  
What does she do in public?  
How has her behavior changed?

She talks about common interests  
She talks with her about weekend plans  
She talks with her friend about plans after dinner  
She talks with her about relationships  
She talks with her about problems  
She talks about memories  
She talks about work—both are young professionals  
She travels in her spare time  
She has ambitions  
She is a foodie

## PAIN

What fears frustrations or obstacles is she facing?

The poor customer service frustrates her  
The tight crowded space prevents her from relaxing  
The drinks are too expensive  
She rarely has time to catch up with friends  
The long wait to be seated frustrates her  
The place is loud and difficult to have a conversation  
Poor customer engagement

## GAIN

What is she hoping to gain? What does success look like?

She wants to try new things  
She wants to escape everyday life  
She wants to unwind after work  
She wants to indulge  
She wants to be happy and laugh  
She wants to forget her problems  
She wants a good social circle  
She wants to make plans  
She wants to have a good time