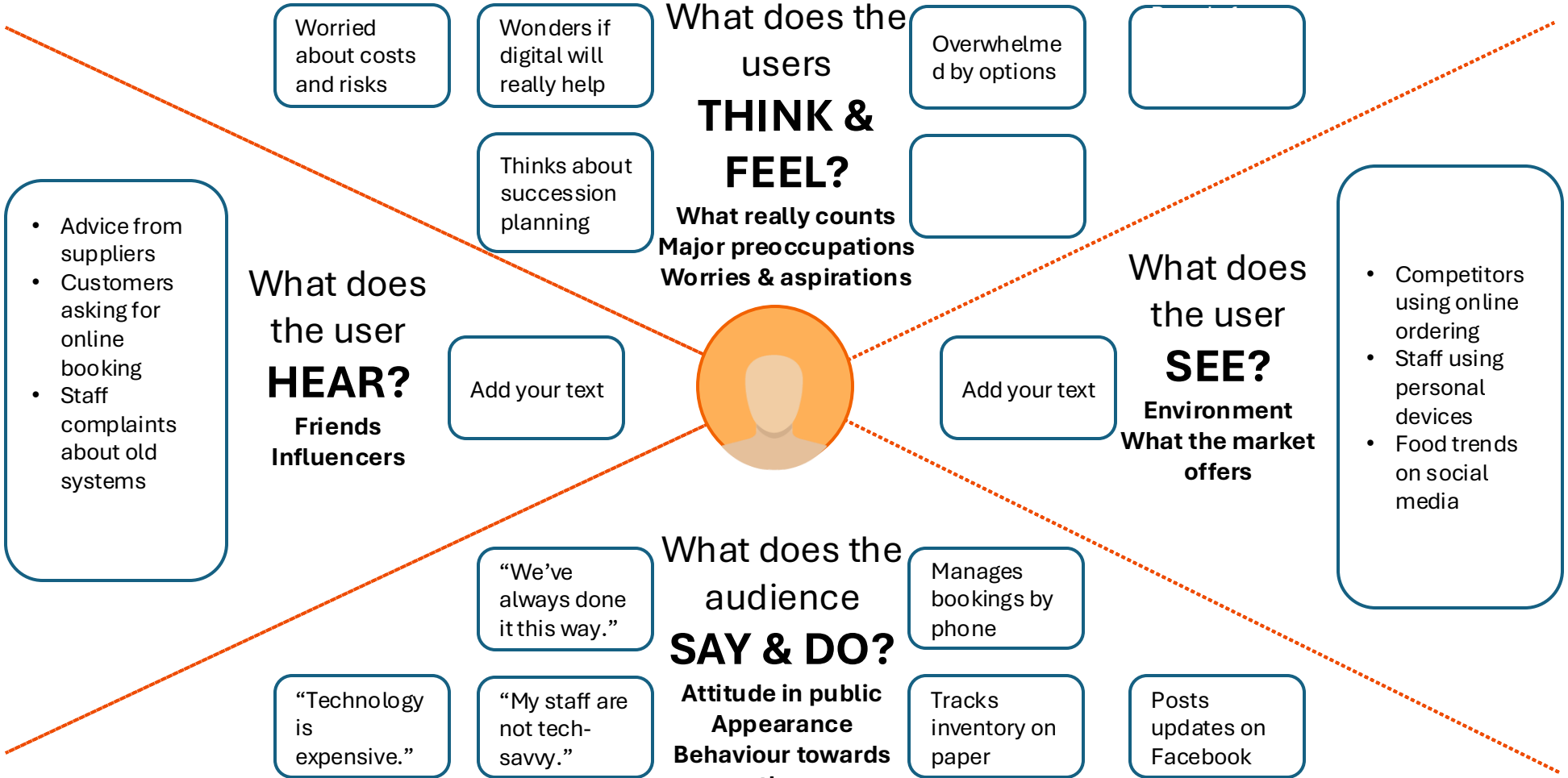

Worried about costs and risks
Wonders if digital will really help
What does the users THINK & FEEL?
What really counts
Major preoccupations
Worries & aspirations
Overwhelmed by options
Thinks about succession planning
Advice from suppliers
Customers asking for online booking
Staff complaints about old systems
What does the user HEAR?
Friends
Influencers
Add your text
Add your text
What does the user SEE?
Environment
What the market offers
Competitors using online ordering
Staff using personal devices
Food trends on social media
"We've always done it this way."
Manages bookings by phone
What does the audience SAY & DO?
Attitude in public
Appearance
Behaviour towards others
"Technology is expensive."
"My staff are not tech-savvy."
Tracks inventory on paper
Posts updates on Facebook
PAIN?
Fears
Frustrations
Obstacles
Add your text
Add your text
GAIN?
Wants / Needs
Measures of success
Add your text