



*Persona and Empathy Map Presentation  
for the Catering Services Project*

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# General Profile

PRODUCT/SERVICE: CATERING

TARGET GROUP (BASED ON SOCIOLOGICAL METRICS):

- WOMEN
- AGE 34–40
- SINGLE
- MANAGERIAL STAFF
- MONTHLY NET INCOME: 8,000 PLN
- RESIDENCE: CITY WITH OVER 300,000 INHABITANTS





**Name:** Anna Kowalska

**Age:** 35

**Education:** Master's degree in Project Management

**Occupation:** Business Project Manager

**Marital/Relationship Status:** Single

**Location:** Warsaw

**Motto:** "Whether you think you can or think you can't — you are right." (Henry Ford)

**Personality Traits:** ambition, assertiveness, creativity

**Interests:** healthy eating, ecology, testing new eco-friendly cosmetic trends, yoga

**Skills:** teamwork (team player), leadership abilities, analytical and critical thinking

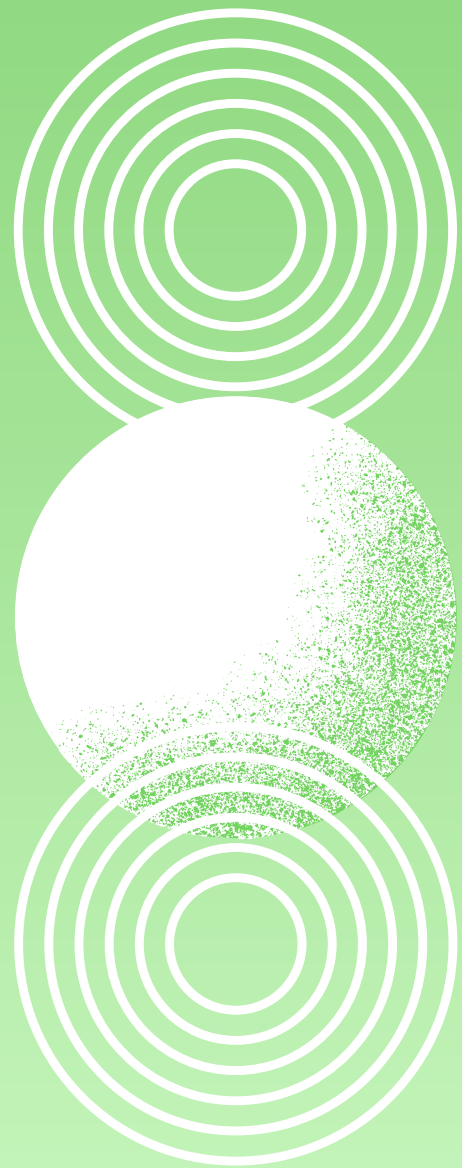
# Empathy Map

## WHAT SHE THINKS AND FEELS

- Animal welfare
- Healthy lifestyle
- Maintaining a presentable appearance
- Career development and upskilling
- Keeping her knowledge up to date

## WHAT SHE HEARS

- Employees in higher positions she aspires to
- Critical comments about her vegetarian diet
- Criticism from family regarding her constant work and being single
- Friends from the “Viva! Animal Rights” foundation
- Her yoga instructor



## ***WHAT SHE SEES***

- Imperfections of the world (she engages in animal rescue and eco-friendly initiatives)
- Corporate employees
- Advertisements for bio/eco cosmetics
- Ads promoting animal rescue campaigns

## ***WHAT SHE SAYS AND DOES***

- Goes on active holidays (yoga retreats)
- Practices yoga
- Participates in pro-environmental initiatives
- Signs petitions related to animal welfare in Poland
- Donates to campaigns supporting endangered species



## ***PAINS***

- Long working hours
- Lack of time to prepare meals
- Not enough time for exercise and self-care
- Stressful job

## ***NEEDS***

- Healthy nutrition
- Maintaining proper caloric intake and regular meals
- Expense control
- Physical activity — breaking away from the desk

