



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?



Feels

What are their fears, frustrations, and anxieties?
What other feelings might influence their behavior?



Does

What behavior have we observed?
What can we imagine them doing?



Persona's name
fashion
heaven

Stay with
fashion

Trendy,Classy
and catchy

Both
vintage
and urban

Fashion is
a way of
life

High
looks low
price

Choose
your best

improve
your style

THE
ultimate
fashion

the
ultimate
fashion

make you
ageless

fullfill
customer
satisfaction

Feels
young