



Says

What have we heard them say?
What can we imagine them saying?

Gather direct quotes or statements from fashion enthusiasts or customers.

I love trendy clothes.

I want to stay updated with the latest fashion.



Thinks

What are their wants, needs, hopes, and dreams?
What other thoughts might influence their behavior?

Explore their thoughts and aspirations

For instance, I want to express my unique style.

I wish i could afford designer clothing.



Fashion Heaven
Short summary of the persona

Describe their actions related to fashion.

Such as shopping habits,browsing online.

Following fashion trends on social media.

Understand their emotions.

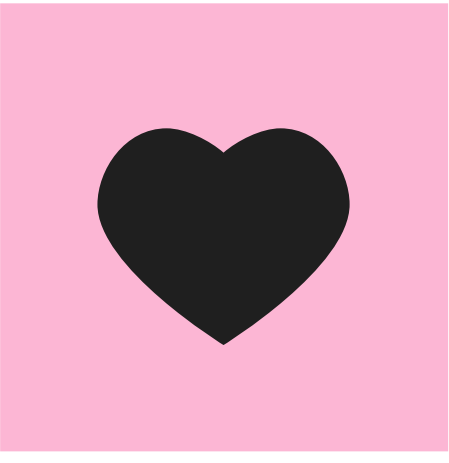
Are they excited about new fashion releases.

Frustrated with high prices, or confident when wearing stylish outfits.



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?