



**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?

I want to support brands with living wages.

do the company actions support their word?

how do I get people on board with this?

what even makes a company good?



**Fashion Haven**  
Short summary of the persona

empathetic the buy a new article fashion

happy when the buy a new article of fashion

times to be consious of where they bye from

light research around ethical companies



**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?