



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?

Categories of dresses

Specific needs

Accessories

Different preferences

Personalized styling advice

Different types of outfits



Buying clothes

Understanding customer emotions

Trailing

Exploring design

Demands

Different services



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?