



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 love latest
fashion trends

fashion
magazines

where can i
find
sustaniable
clothing?

i need new
clothes for an
upcoming event

clothing items

online shopping
websites



excited about
new fashion
trends

browsing
fashion blogs
for inspiration

comparing
prices and
reviews

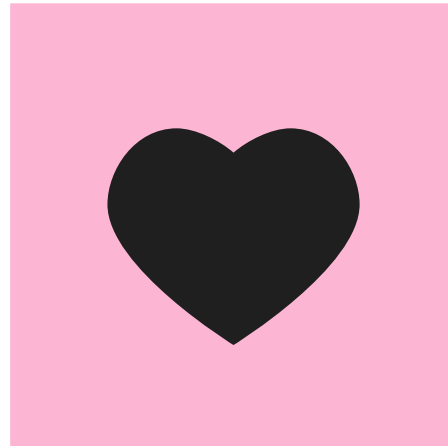
trying on
different
outfits

desired to
expred
individuality
through clothing

frustrated
with limited
options



What will you Do?



What will you feel?