

**Says**

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

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



Providing
quality
clothing

Satisfies
essential
desires of
human
being

It keeps new
styles and changes

Expressing
our identity
through
your fashion.

Representation
of self
expression

Create new
fashion
clothing

**Persona's name**

Short summary of
the persona

It does the
creation of
clothing

Create your own
unique style

Style is the
reflection
of attitude

Stimulate feeling
of self
confidence

Fashion style
represents what
you
want to be

Fascinating the
aspect of
fashion industry.

**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?



[See an example](#)