



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?

Where can I find fashion inspiration online?

I love exploring new fashion.

I'm always looking for unique and trendy clothes.

I enjoy shopping for high-quality fashion items

Aspires to be a trendsetter among her friends and colleagues.

Wants to feel confident and stylish.

Excited about exploring unique fashion styles and accessories.



GAAB FASHION

Follow fashion influencers on social media

Online fashion magazines with the latest runway trends.

Pinterest boards with curated outfit ideas.

Difficulty finding affordable yet trendy outfits.

Lack of time to keep up with the latest fashion trends.

Struggles with combining different pieces to create 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?