



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.



FASHION CLUB

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?