

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?

EXPECTING
SOMETING
DIFFERENT



WHY
SHOULD I
USE THE
PRODUCT

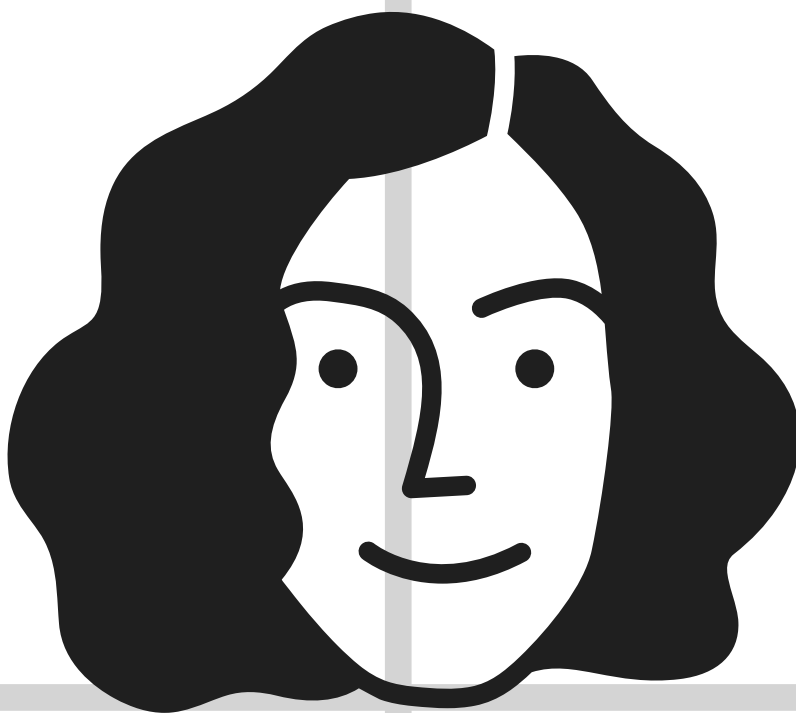


SPECIAL
DEAL

COST

IS THIS
REALLY
WORTH IT

IT'S
REALLY
SUITS ME



HEPHZIBAH'S TEAM.
FASHION HEVEN.

CHECK
WEBSITE



SATISFIED/
NOT
SATISFIED



FESTIVAL
OFFERS

COMPARE
PRODUCTS
AND PRICES

TREND,EXCITED

CONFUSED



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?