



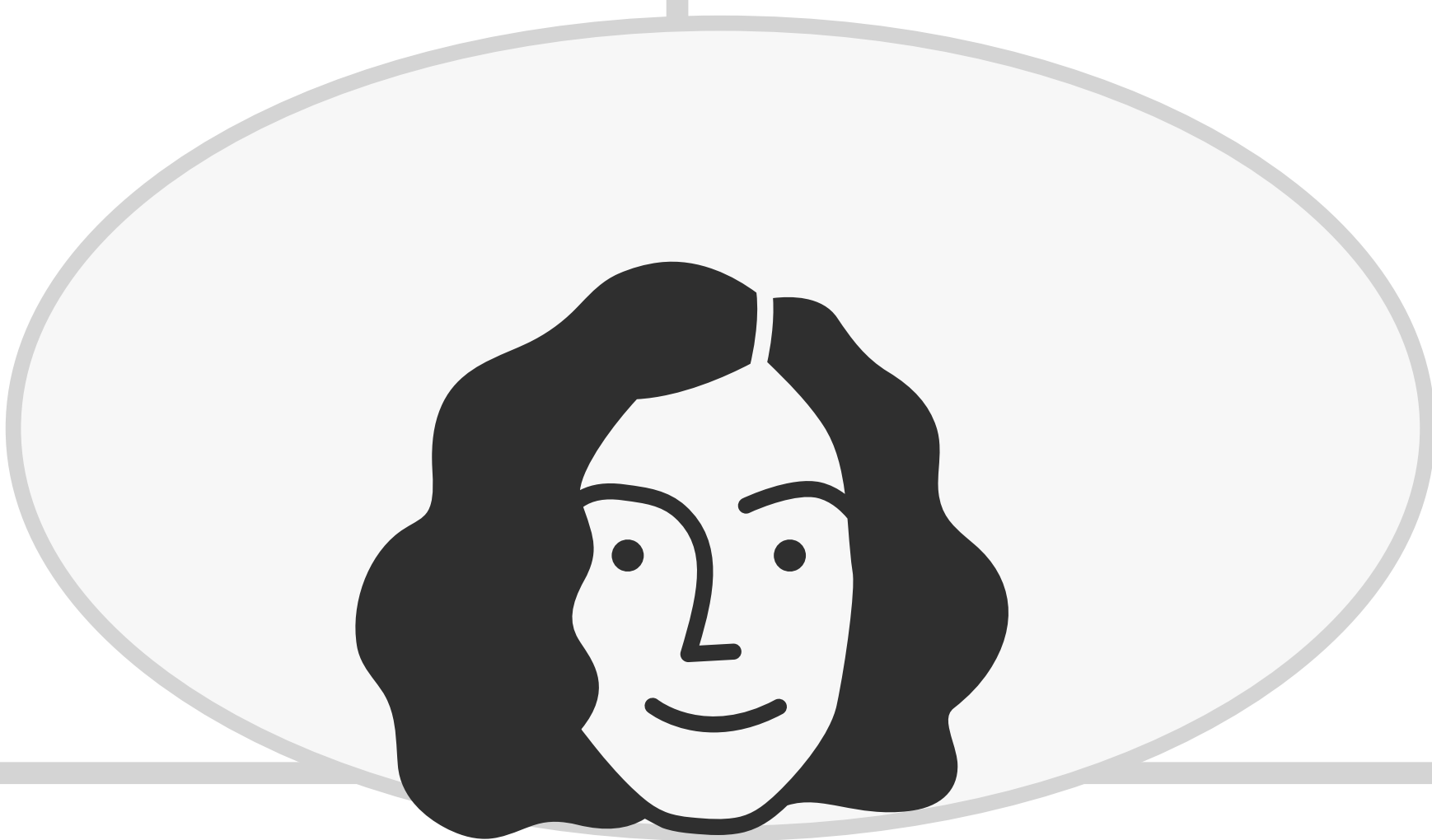
Says

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?



People

Short summary of the persona



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?

Detailed product information and size charts are essential for a seamless shopping experience.

We need to create an app that caters to the fashion-forward audience

Our app should offer a wide selection of trendy and affordable clothing items

Excitement about creating an app that stands out in the competitive online shopping market.

Concern about meeting user expectations and delivering a high-quality app

Determination to prioritize data security and build user trust.

Conducts user research and usability tests to understand user needs and preferences.

Integrates features like detailed product information, size charts, and customer reviews.

Collaborates with designers and developers to create an attractive and user-friendly interface.

Eagerness to provide comprehensive product information and a smooth shopping experience.

Motivation to create an app that users will love and recommend.

Inspiration from successful fashion and e-commerce apps.