



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?

Makeup
helps boost
my
confidence

I want to
look and
feel
glamorous.

I love trying
new makeup
trends

I want makeup
that enhances
my natural
beauty.

Will this
makeup last
all day

Is this
makeup safe
for my skin



Woman

Daily
makeup
routine

Watch
makeup
tutorials
online

Seek
recommendations
from friends

Confidence

Attractiveness

Self-care and
empowerment



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?