



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?

I'm looking  
for a good  
deal

Is there a  
discount or  
sale?

I care about  
sustainable  
and ethical  
brands

I'm looking  
for a perfect  
gift

Is this brand  
eco-friendly?

Are these  
shoes  
suitable for  
my sport?



Possible buyer  
after seeing  
sponsored  
instagram post

Follow  
fashion  
influencers  
and seek  
unique styles

Comparison  
shopping  
and look for  
sales

The desire  
to save  
money

Research  
brands'  
sustainability  
practices

The need for  
high-quality,  
functional  
footwear.

A commitment  
to supporting  
environmentally  
responsible  
businesses



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?