



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 want personalized recommendations based on my style."

"I'm looking for trendy and unique fashion items."

"I hope this boutique has the latest fashion trends."

"I wonder if they have my size and preferred colors."

"I need assistance in finding the right outfit for special occasions."

"I prefer clothes made from eco-friendly materials."

"I'm conscious of my budget; I hope the prices are reasonable for the quality."

"I'm curious about the story behind these fashion items."



CUSTOMER
ON LYSA BOUTIQUE

Shops for both casual wear and special occasion outfits.

Seeks assistance from staff for fashion advice and styling tips.

Excitement:
Eager to explore new fashion trends and styles.

Confidence:
Want to feel confident and comfortable in their chosen outfits.

Participates in loyalty programs for discounts and exclusive offers.

Follows the boutique's social media accounts for fashion inspiration.

Impatience:
Dislikes waiting; prefers quick and efficient service.

Appreciation:
Values personalized recommendations and excellent customer service.



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?

