

## 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."

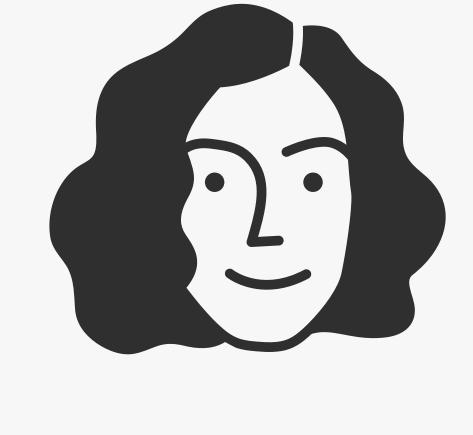
"I prefer clothes made from eco-friendly materials."

"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."

Shops for both casual wear and special occasion outfits.

Seeks
assistance from
staff for fashion
advice and
styling tips.



CUSTOMER
ON LYSA
BOUTIQUE

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?



What are their fears, frustrations, and anxieties? What other feelings might influence their behavior?

