



Says

What have we heard them say?  
What can we imagine them saying?

" I'm always looking for the best deals and discount."

" I hope they have a good sale section or ongoing promotions."



Thinks

What are their wants, needs, hopes, and dreams?  
What other thoughts might influence their behavior?

" Want fashionable clothing that fits my budget."

" I wonder if the quality of the clothes matches the price."

" Sales and promotions play a big role in where I shop."

" I need to find trendy clothes at a fraction of the price."

Prefers shopping during clearance or end-of-season sales.

Satisfied when finding a stylish piece at a great price.

Compares prices and options across different stores.

Anxious about overspending or making the wrong purchase.

Searches for coupons, promo codes, and ongoing sales before shopping.

confident and empowered when wearing an outfit they love.



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?



FASHION HEAVEN