Says

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

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



Thinks

I love keeping up with the latest fashion trends."

"I wonder if this outfit will reflect my personality."

Finding unique and stylish clothing is important to me."

"I enjoy experimenting with different styles and accessories."

"Is this fashion item worth the price?

"I need to find something that fits the occasion perfectly."



Short summary of the persona

Follows fashion influencers and bloggers on social media.

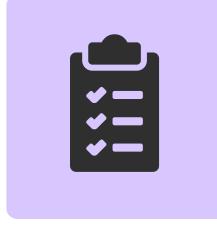
Shops online and in-store for trendy outfits.

Takes time to coordinate outfits and accessories.

Excitement about exploring new fashion collections.

Frustration
when unable
to find the right
size or style.

Confidence and happiness when wearing fashionable clothes.



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?

