

Says

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

I love keeping up with the latest fashion trends."

Finding unique and stylish clothing is important to me."

"I enjoy experimenting with different styles and accessories."

Thinks

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



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

"Is this fashion item worth the price?"

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



A NAVEEN PRASANTH

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?



 [See an example](#)