



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 never wear
this any more

Maybe my
best friend
would like
this

I still have
clothes with
the ticket on

Will any of
my friends
want this
top?

This outfit
does not
look good
on me

When
would they
be able to
pick it up?

Should I just
donate it
instead?



Fashion heaven

Overwhelmed
with how many
clothes I own

Send pic of
top to my
friends

Use
message
app to send
pictures

Decide
what time
for friends
to pick up

Shallow I
only care
about basic
things

Feel all my
unwanted
clothes in
one place?



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?