



### Says

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

- VARIETY OF PAYMENT OPTIONS
- IF YOU PAY ONLINE, MAKE YOUR ACCOUNT DETAILS WILL BE FULLY SECURED.
- CLOTHINGS AND ACCESSORIES

### Thinks

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



- SAVE MONEY AND SAVE TIME

- RETAILER OF VARIOUS LIFESTYLE PRODUCT IN WHOLE SALE AND RETAIL.



- ALL OVER STATE AND IT PROCURES FROM VARIOUS SUPPLIERS IN THE STATE.

- THEY TEND TO BE HOOKED TO THE CONCEPT THAT FASHION BRINGS OUT A HIGH LEVEL OF AESTHETICS

- BUSINESS-TO-BUSINESS MODEL (B2B)
- BUSINESS-TO-CONSUMER (B2C)

- YOU FEEL MORE RELAXED AND COMFORT

- IT IS LIKE A TREAT FOR THESE VISUAL ADDICTS TO BE SURROUNDED BY STUNNING DESIGN AND PATTERNS.



### Does

What behavior have we observed?  
What can we imagine them doing?

### Feels

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

