



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?

placed
on racks or
selves

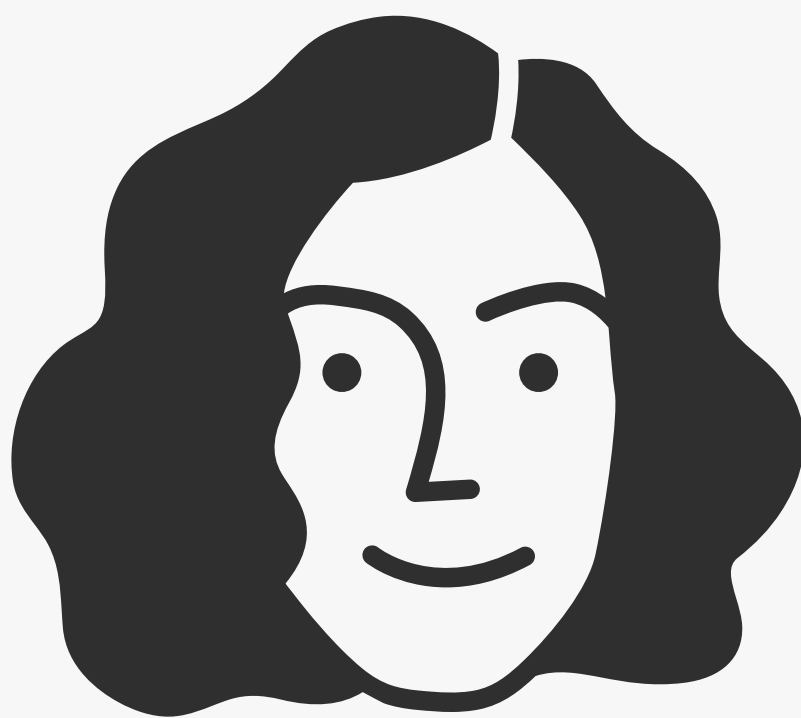
If you short on
creative ideas for
your store

Outdoor
signs get
that message
out

A tailor to get
them shortented

ties and
shirts in the
mens wear
section

They give
you 10%
discount



Fashion Haven

Short summary of
the persona

Offer a
freebie

Run a sale

Announce
a new project

Basis and
are
affordable

Run a
giveaway

Favorite self
care tip



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?