



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?

Quality dress at affordable prices

Fashion haven have all dress collections under one roof

They give mindblowing offers to branded dress collections

customers high-demand quality fashion dresses that are both durable and stylish.

Celebrities are one of the biggest fashion influencers.

Affordability is a major factor that drives consumers to choose fast fashion over sustainable options.



FASHION HAVEN

Short summary of the persona

Consumer purchase a different product not because they weren't satisfied or happy with the previous one. But because they always want something new and want to try variety.

Habitual purchases are featured by the fact that the consumer has very small amount of involvement in the product or brand category.

Complex Buying: Commonly consumers buying an expensive, valuable and engaged products in the purchase process.

Failures to credit procedures encompass billing mistakes, lack of communication.

Consumers commonly complained that expensive luxury items, handbags and the textiler is unwilling to replace the item.

Unclear return and refund policies also emerged among several textiles as a problem.



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?