



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?

Blog creation using
wordpress platform

Potential customers are looking for trendy, affordable clothing options. They might ask questions like, "Where can I find the latest fashion trends on a budget?"

Customers may feel excited about updating their wardrobe, but they might also be concerned about finding the right fit or style. They desire to look fashionable and confident.

Customers may express their preferences for specific clothing styles, sizes, and colors. They might also mention their favorite fashion trends, brands, or materials they prefer.

Shoppers are looking for information about the latest clothing trends, promotions, and discounts offered by the store. They express interest in fashion tips and advice.

Customers may feel excited about finding stylish clothing options but might also be concerned about sizing, fit, or the durability of the fabrics. They could be looking for confidence-boosting outfits or trendy styles.

Shoppers might feel excited about new fashion possibilities but could also experience confusion or indecision when choosing outfits. They want to stay updated with the latest fashion.

They browse through clothing websites, including the clothing store's WordPress site. They're likely to click on product listings, read reviews, and check for sizing information.

They visit the WordPress clothing store blog to check for new arrivals, read about fashion trends, and seek guidance on making stylish clothing choices.

Potential customers could face challenges related to sizing, quality, or budget constraints. They might have insecurities about their fashion choices and need guidance.

Customers browse the clothing store's website, exploring different categories such as men's, women's, or kids' fashion. They might add items to their cart, sign up for newsletters, and follow social media accounts for updates.

Customers may face challenges related to finding the right size, understanding the fabric quality from online descriptions, or staying updated with the latest fashion trends. Shipping costs and delivery times can also be concerns.

Shoppers may face challenges related to finding the right clothing size, coordinating outfits, or staying within their budget.



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?