



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

I love shopping for unique fashion pieces

Fashion Heaven has the trendiest clothes



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

"I want to stay updated with the latest fashion trends

"I hope the prices are reasonable."

preparation
&^maintaince of
zogo books for
fashion heaven

M.sonaimuthu
Ramesh
mukesh
sabarirajan

Excited about new fashion arrivals

Follows Fashion Heaven on social media

Shops online frequently for clothes

Anxious about overspending.



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?