

Anxious about the dress shopping process.

Hopeful to find a dress that matches the vision.

Thinks

I'm concerned

about finding a

dress that

flatters my

body type.



Does

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

Asks for

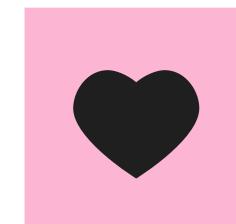
recommendations

from friends and

family.



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



Feels

