

## Says

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

I need a userfriendly interface for Zoho Books that complements our brand's aesthetics.

I must make sure that the design elements align with Fashion Haven's brand identity.

I want to ensure that the design promotes a seamless and visually appealing experience.

**Thinks** 

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



How can I create a design that reflects Fashion Haven's style and values?

Visual consistency is crucial for a professional and trustworthy impression.

The interface should be intuitive and easy to navigate for all users.

## ALAMEEN.S

Designer for Fashion Haven

Design user interfaces for **Zoho Books** that align with Fashion Haven's brand.

Collaborate with the project team to understand user interface requirements.

**Ensure visual** elements are consistent and userfriendly.

**Passionate** about creating a visually appealing and functional design.

Committed to maintaining brand identity and integrity.

Motivated to enhance user ex -perience and accessibility.

**Feels** 

## Does

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



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



