



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?

"I love shopping for unique fashion pieces."

Fashion Heaven has the trendiest clothes."

"I hope the prices are reasonable."

"I want to stay updated with the latest fashion trends."



Follows Fashion Heaven on social media.

Shops online frequently for clothes.

Excited about new fashion arrivals.

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?