



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?



Expresses interest in sustainability and eco-friendly products.

Talks about wanting unique and personalized experiences.

Shares shopping recommendations with friends on social media.

Values experiences over material possessions.

Wonders if there are subscription-based models for their daily needs.

Considers the long-term impact of products on the environment.

Frequently shops online for fashion and gadgets.

Goes to coffee shops and trendy cafes on weekends.

Subscribes to streaming services for entertainment.

Enjoys the thrill of discovering new brands and trends.

Worried about environmental issues and wants to make a positive impact.

Frustrated with intrusive ads and irrelevant marketing messages.



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?