



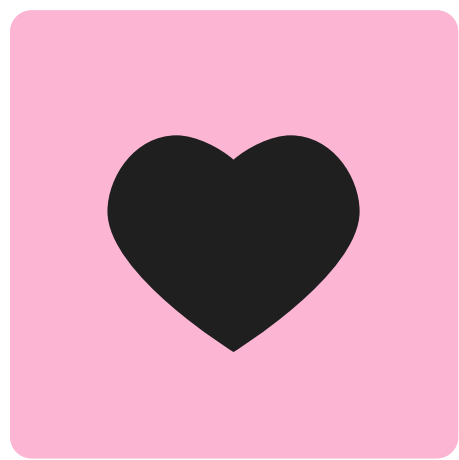
Says

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?



Feels

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



Does

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



Persona’s name
Fashion haven

Match mate
in Fashion
Heaven

Match the
exchange
offer.

All Types
of Dress in
Fashion
Heaven

Details of
Fashion
Heaven.

Offers and
Discounts
of Fashion
Heaven

NEW
Collection
of Dresses

Timig for
Store.

Designs of
Dresses.

Purchase
Sales
Salary
details.

Analysis
Profit and
loses.

Employee
Attentances.

Employees
Salary
detils