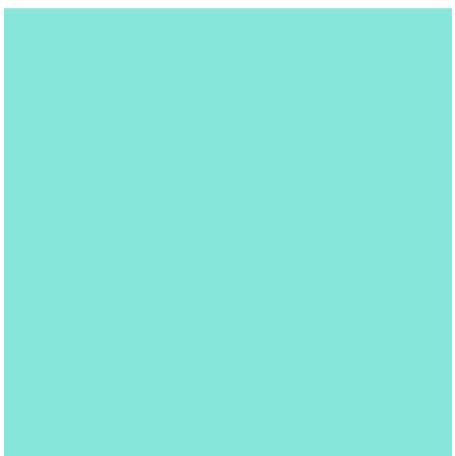


Says

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

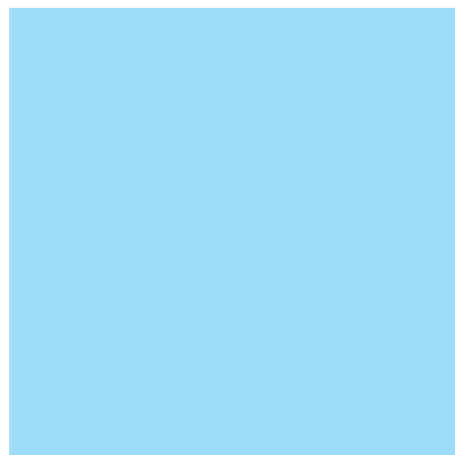
List what your audience says about Fashion Heaven.  
o "I love shopping for unique fashion pieces."  
o "Fashion Heaven has the trendiest clothes."



Thinks

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

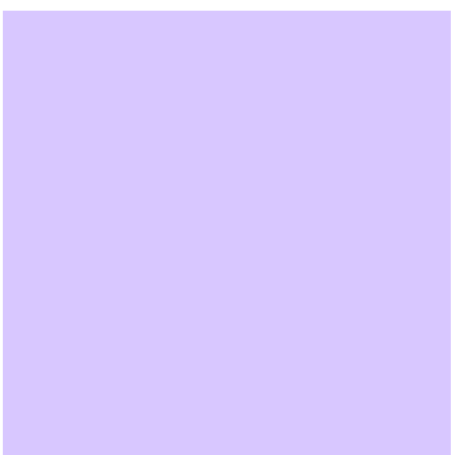
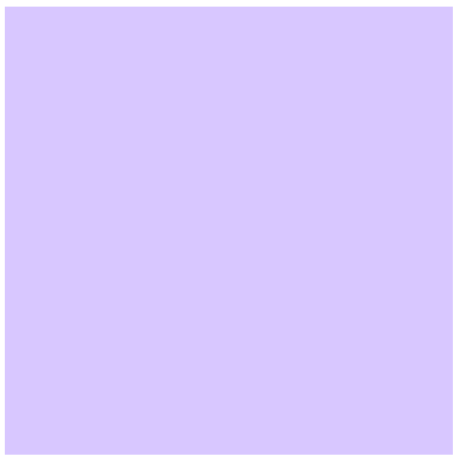
Explore their thoughts and concerns.  
o "I want to stay updated with the latest fashion trends."  
o "I hope the prices are reasonable."



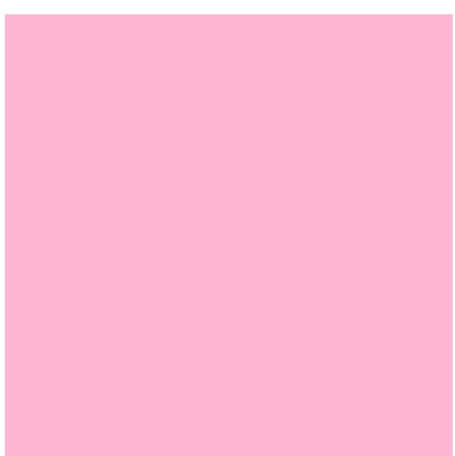
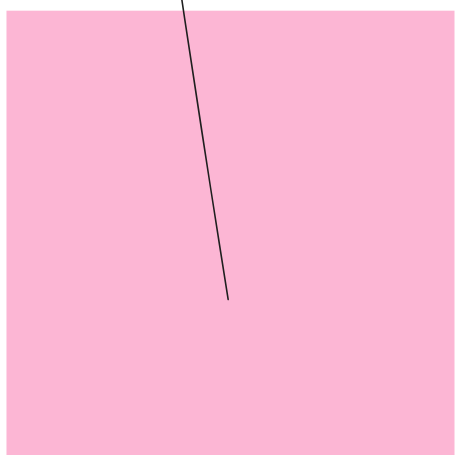
ashion heaven

G.siva dharshini  
M.sumathi  
A.thamarai alies  
punitha  
S.soundthariya

Outline their actions and behaviors.  
o Follows Fashion Heaven on social media.  
o Shops online frequently for clothes

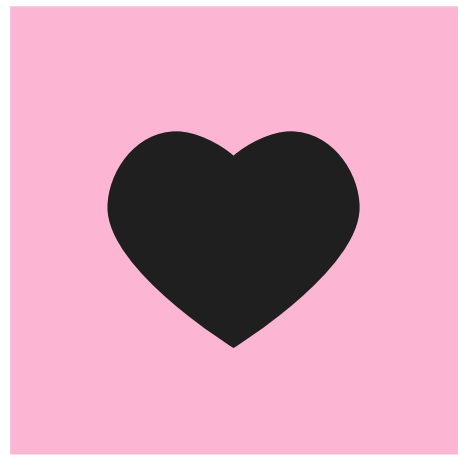


Describe their emotional state.  
o Excited about new fashion arrivals.  
o Anxious about overspending.



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?