



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 think this color suits me well

"I'm looking for something comfortable yet stylish

I am not sure if this style is really my thing.

I love how this outfit makes me feel confident

I need to find something that fits my style and is appropriate for the occasion.

I wonder if I can find something that aligns with the latest trends

Scans the racks for appealing designs and colors

Tries on different options to assess the fit and look.

Excited about exploring new fashion trends and styles

Seeks the opinion of friends or family members for validation

Anxious about finding the right fit and the right style.

Hopeful about discovering clothing that enhances their appearance



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?

See an example