



Says

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

I need a new outfit for the upcoming event."

I don't have time to go shopping in-store.

I want to stay fashionable and on-trend.

Browse fashion websites and social media for style inspiration.

Frequently check their email for promotions and discounts



Does

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

Sign up for newsletters from their favorite clothing brands

CUSTOMER

[See an example](#)

Thinks

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



Excited about finding the perfect outfit.

Want to save money while still looking good.

Anxious about making the right fashion choices.

Excitement for upcoming occasions

Desire for convenience

Frustration with the current wardrobe

Feels

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

