



Says

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

"I enjoy shopping for clothes and accessories."

"Fashion is a way for me to express my personality and creativity."

"I always want to look unique and stand out in a crowd."



Thinks

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

"I want to discover new brands and designers."

"I want to find the latest fashion items that are both trendy and affordable."

"I want to be inspired by fashion influencers and celebrities."



Fashion heaven
Short summary of the persona

Share their fashion choices on social media platforms.

- Follow fashion blogs, influencers, and magazines for inspiration.

Visit fashion websites and online stores to browse and shop.

Joy when discovering new trends or styles.

Confidence when wearing fashionable outfits that suit their style.

Excitement when finding a unique piece of clothing or accessory.



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?