



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?

style.

fashion is
more art.

body
looks.

choose the
right colors.

professional
environment.

express their
real
personality



unique
design.

subsequent
changes.

self
confidence.

good quality.

work is very
fine.

inspiration to
others.



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?