



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 love  
shopping for  
unique  
fashion pieces

I want to stay  
updated with  
the latest  
fashion trends

Fashion  
Heaven has  
the trendiest  
clothes

I hope the  
prices are  
reasonable

Shops  
online  
frequently  
for clothes

Excited  
about new  
fashion  
arrivals

Follows  
Fashion  
Heaven on  
social media

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?