

Says

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

Thinks

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

Building A Website Using Canva
Brand Name : DARK Perfume.

I wear a different
scent when I'm
working out; it
keeps me
motivated."

"You smell
amazing;
what are you
wearing?"

"I like warm
and spicy
fragrances for
evenings out."

I wore this scent
on our
honeymoon; it
brings back
great memories.

I love the
complexity of
synthetic
fragrances; they
can be so
unique."

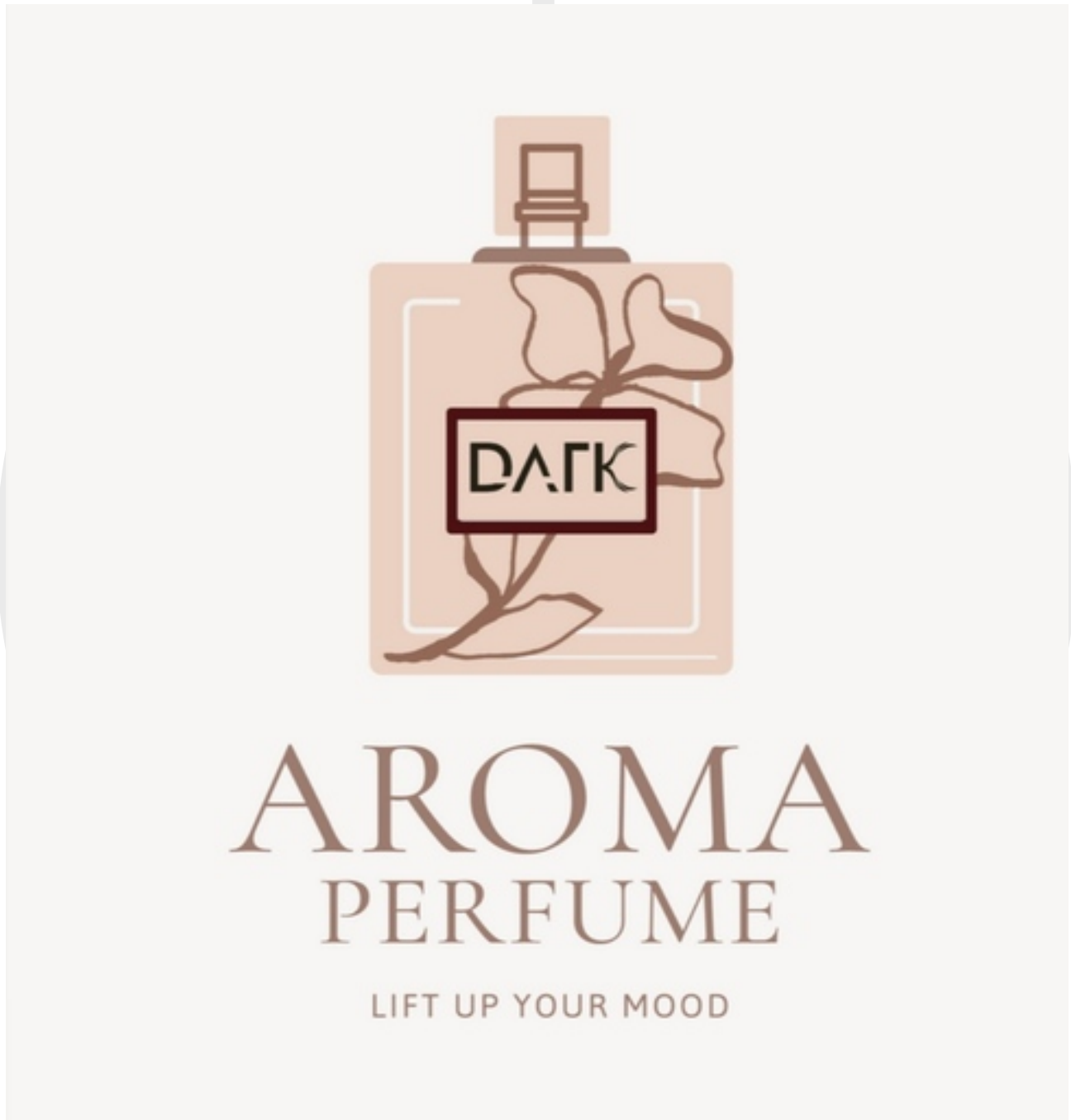
confident,
attractive,
or unique,

People may
use perfume
to fulfill their
hopes and
aspirations.

: Perfume can
fulfill various
needs, such as
personal
hygiene and
grooming.

Perfume can also
be used to
project an image
of success or
authority.

Cultural norms
and societal
expectations can
impact a
person's choice
of perfume..



Perfume usage may
also have an indirect
impact on social
perception through
changes in the
perfume wearer's self-
perception and self-
consciousness

There is some
evidence to suggest
that smell can be used
to manipulate
behavior, similar to
how sights and sounds
can influence behavior

Some people may
have allergic
reactions to certain
fragrances, which
can cause physical
discomfort and
anxiety

Perfume usage
may also influence
self-perception and
self-consciousness,
which can lead to
feelings of anxiety
or frustration

Scent branding is a
growing trend in
various industries,
where companies use
signature scents to
differentiate their
brand emotionally and
memorably

Studies have examined
how individuals make
sense of certain
fragrances absent
direction from
manufacturers or
marketers

Some people may
have allergic
reactions to certain
fragrances, which
can cause physical
discomfort and
anxiety

Studies have found that
attitudes toward untreated
body odor vary across
cultures, which may lead to
frustration or anxiety for
those who do not conform
to cultural norms

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?