



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



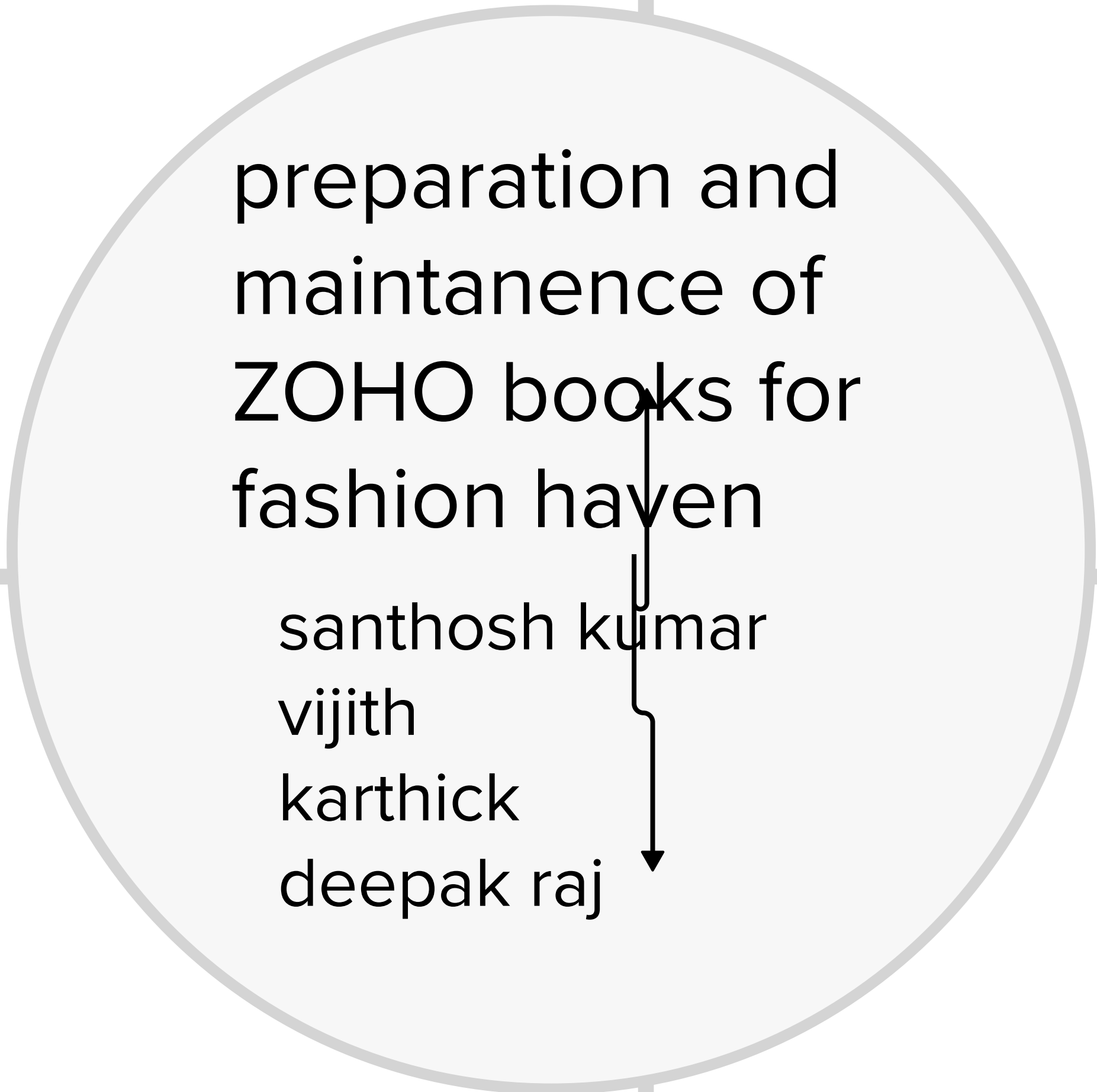
Thinks
What are their wants, needs, hopes, and dreams?
What other thoughts might influence their behavior?

Says: List what your audience says about Fashion Heaven.

Thinks: Explore their thoughts and concerns

"I love shopping for unique fashion pieces."

"I want to stay updated with the latest fashion trends."



Follows Fashion Heaven on social media.

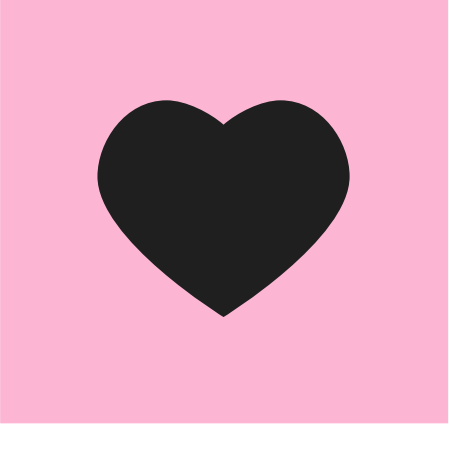
Does: Outline their actions and behaviors.

: Describe their emotional state.

Excited about new fashion arrivals.



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?