



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?

what boss  
say?

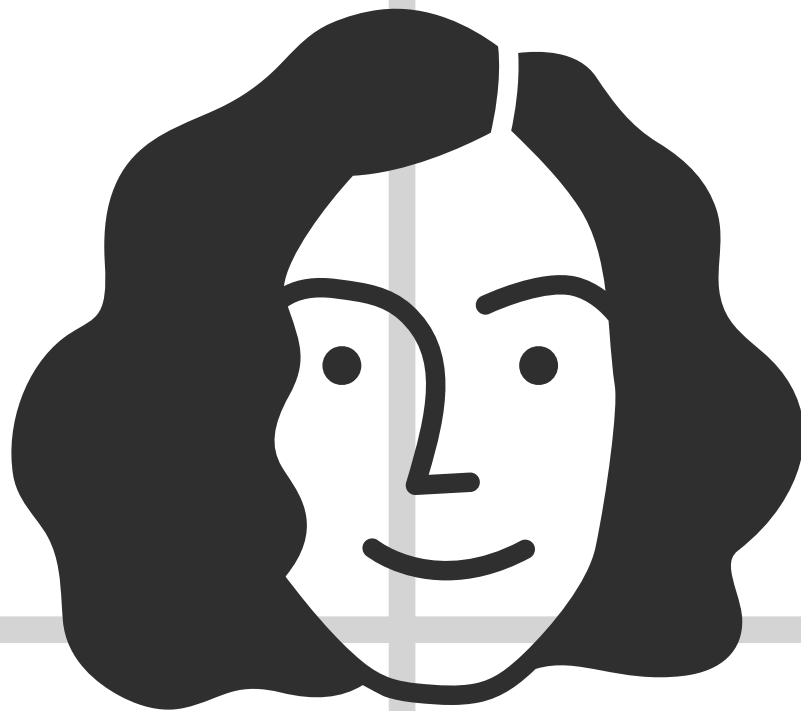
what friends  
say

what  
influence  
say?

major  
preoccuoties

what really  
count?

warries and  
aspiration



FASHION HAVEN

Short summary of  
the persona

behaviour  
towards  
other

attitude in  
public

appearance

environment

what the  
market offer

frient



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?