



Says

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

"I love wearing unique and stylish t-shirts."

"Quality and comfort matter to me."

"I want to express my personality through my clothing."



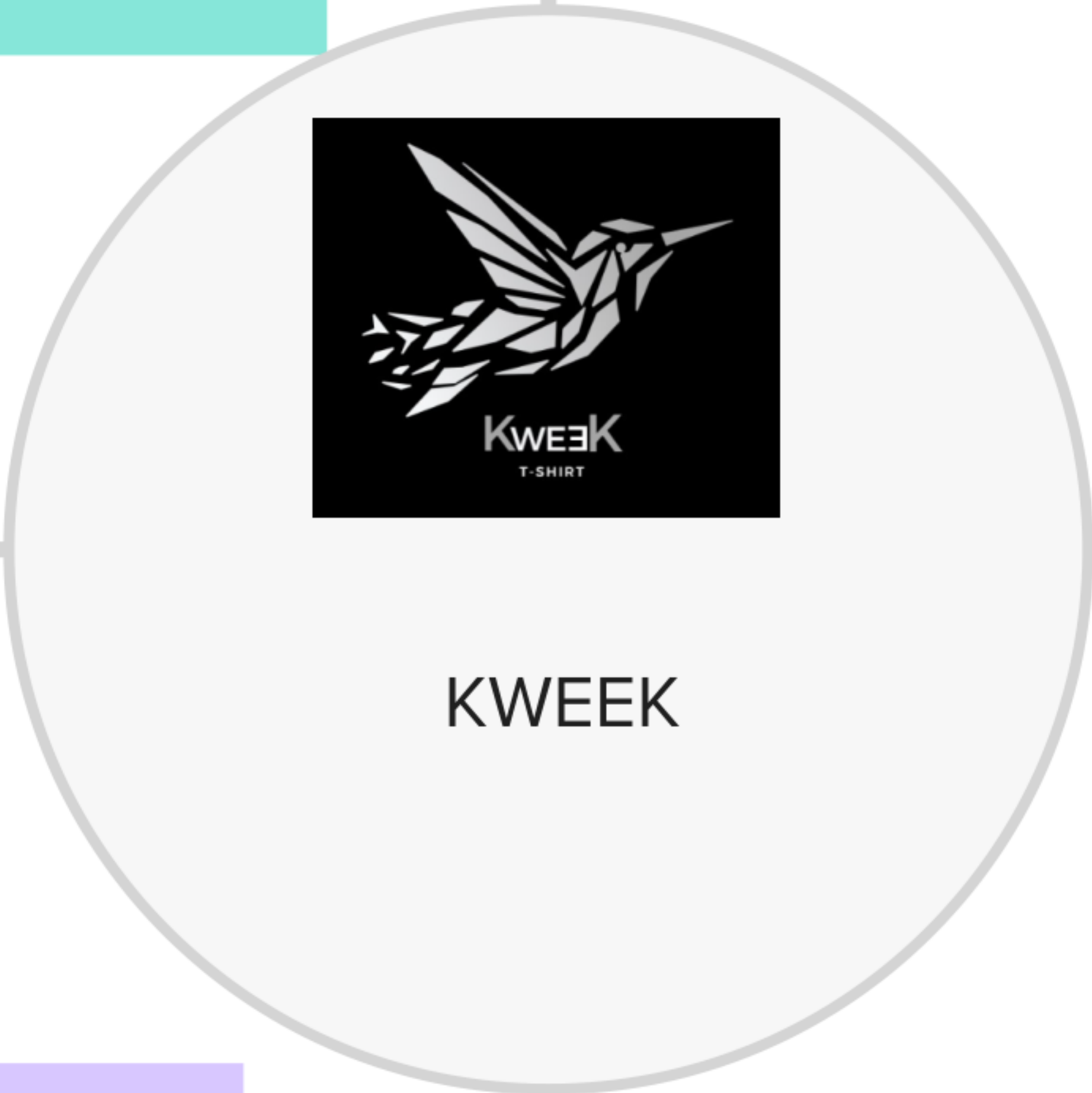
Thinks

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

"Will this t-shirt make a statement?"

"I need a variety of designs for different occasions."

"Are there eco-friendly and sustainable options?"



KWEEK

Researches online for t-shirt brands and reviews.

Visits physical stores to touch and feel the fabric.

Follows t-shirt brands on social media for design inspiration.

Excited when discovering a new t-shirt design.

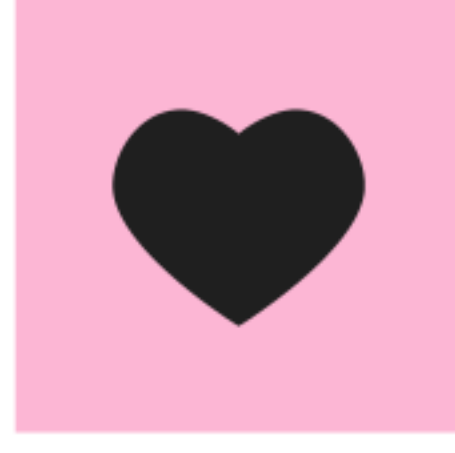
Annoyed with low-quality t-shirts that fade or shrink.

Satisfied when supporting eco-conscious brands.



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?