



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?

Expresses interest in natural and cruelty-free skincare.

Seeks simplicity in her skincare routine.

Desires products that evoke positive emotions.

Wants to feel confident in her skin.

Wonders if this skincare line can genuinely improve her skin's condition.

Values products that align with her eco-conscious beliefs.



Create a sponsored post for instagram

Purchases beauty products online.

Regularly engages with posts related to skincare and self-care.

Follows beauty brands and influencers on Instagram.

Wants to feel proud of using products that support her values.

Anxious due to work-related stress.

Aspires to feel radiant and confident.



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?