



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?



Persona's name
Short summary of the persona

Fashion Adoption
Inventory Selection
Cultures

Recent Trends
Quality products
New collection

Personal Identity
Values and Beliefs
Variety of Fashionable Dresses

Trend Analysis
Dressing

Occasion Wearings
Customer support

Supplier details
Self expression

Presentation with Models
Delivery Facilities

Seeking Attention
Supporting machines

Fashion adoption
Observe the past review
Way of development

Preparing Reports
Contact with Agents
Accessing Intranets

Estimate profit
Create confidence

Create more demands
Perfect striching



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?