



Says

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

match the
exchange offer
of discount.

You can have
anything you
want in life if
you dress for
it.

New
collection of
dresses for
mens



Thinks

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

fashion is about
uniqueness and
not adhering as
'latest' or
'trendy'.

fashion refers
to anything
becomes a
rage among
the masses.

Fashion is a
popular
aesthetic
expression.



Preparation and
Maintenance of
ZOHO Books for
Fashion Haven.

Fashion helps
in conduct
out our
creative side.

Fashion
prefectly
reflects your
thoughts.

Fashion helps
you make a
good frist
impression.

Fashion
changes over
time as things
go into & out
of fashion.

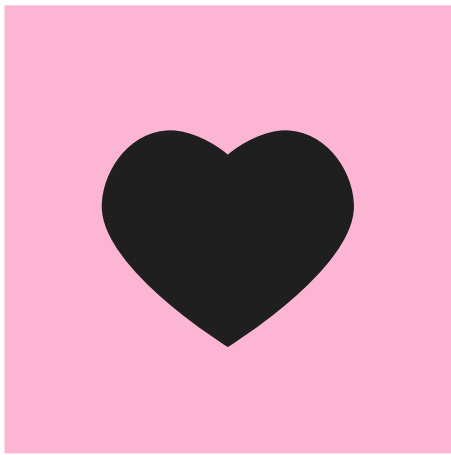
High quality,well
tailored clothing
can helps you
feel more
confident and
powerful.

They are a
reflection of who
are and give
signals to people
about what we
for.



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?

 [See an example](#)