



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?

i want to  
support  
brands with  
living wages

how do i get  
people on  
board with  
this?

do the  
comapny  
actions  
support their  
word?

what even  
makes a  
comapny  
good?



Persona's name  
Short summary of  
the persona

happy when  
the buy a  
new article  
of fashion

empathetic  
to words  
exploited  
workers

times to be  
consious of  
where they  
bye from

light research  
around  
ethical  
companies



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?