



What went well?

What should we keep doing?
What should we celebrate?
Where did we make progress?



What went poorly?

Where did we have problems?
What was frustrating to us or others?
What held us back?



Trendy outfits,
vibrant displays,
well-organized
racks,
fashionable
models in
advertisements.

Music playing in
the store,
conversations
among shoppers,
compliments or
comments from
friends or store
staff.

Texture of fabrics,
comfort of clothes,
excitement or
confidence in trying
on new outfits,
perhaps a sense of
insecurity or self-
consciousness

"What's the
latest trend?"
"Will this suit
my style?" "Is
this in my
budget?"

"What's the
latest trend?"
"Will this suit
my style?" "Is
this in my
budget?"

Finding the right
size, long queues
at the checkout,
not finding a
specific style or
size, high prices.

Fear of making a
fashion faux pas,
fear of missing
out on the latest
trends, fear of
looking out of
place.

To feel confident
and stylish, to find
unique pieces that
express their
personality, to get
value for money, to
stay ahead in
fashion trends.

Scanning racks for
specific styles,
trying on different
outfits, looking for
accessories to
complement outfits

Fashion blogs,
social media
influencers,
celebrity styles,
friends'
recommendations.

Researching
fashion trends
online, browsing
fashion magazines,
checking social
media for
inspiration.

Evaluating prices,
considering
additional items,
making payment.



DOES

What behavior have we
observed?
what can we imagine them
doing?



FEELS

What do you believe we should do next?
What specific things should we change?
What should extend beyond this meeting?