



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 haven is the next generation trending world.

Customers always needs a best quality products.

The staff was incredibly welcoming and helpful. I would definitely come back!"

"Fashion Heaven is what you're offered four times a year by designers. And style is what you choose."

They always wants a product in a affordable price

Talk about your aspirations in unique terms, while staying realistic and always keeping the position top-of-mind

"I believe in evidence. I believe in observation, measurement, and reasoning, confirmed by independent observers."

Postures, movements, nonverbal and verbal behavior - all can be observed.

budget friendly product

It influences everything we do, think about and create

people would feel comfortable while wore

easy to wear



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?