



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?

ECONOMICAL  
FACTORS

CONFIDENCE  
AND SELF  
IMAGE

LIFE  
STYLE  
AND  
CULTURE

TRENDS  
OF  
FASHION

HISTORICAL  
RECORD

PERSONAL  
APPEARENCE



ADDS  
MEANING  
TO LIFE

IMPORTANT  
PART OF  
LIFE

FASHION  
HELPS US  
TO HIDE  
OUR  
PHYSICAL

LOOKS  
ATTRACTIVE

FASHION  
SOMETHING  
INSPIRES

FASHION  
IN OUR  
SOCIETY



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?