



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?

Fashion Haven,  
an online retail  
store, leverages  
Zoho Books to  
manage their  
inventory and  
track sales

A need is an  
essential of daily  
living, such as  
clothing, food and  
shelter.

Fashion trends  
are influenced by  
several factors  
like, cinema,  
celebrities,  
innovations.

Fashion Heaven  
is a private  
limited company  
also registered  
under GST in  
Tamil Nadu

Zoho Books also  
enables them to  
reconcile bank  
transactions and  
generate financial  
reports, helping  
them make  
informed decisions  
about their business.

Want is more  
nice-to-have  
things such as a  
shoe collection  
or a nice phone.



FASHION  
HAVEN

VESTIOPHOBIA.  
People who have  
vestiophobia have  
an irrational fear  
of clothing or of  
being clothed.

Make us feel  
more  
authoritative  
and  
professional.

Wearing clothing  
that is associated  
with a particular  
group make feel  
more connected to  
that group.

You need to have  
an idea of what you  
are looking for  
before you start  
shopping, whether  
that's in store or  
online.

When you're feeling  
scrambled and  
overwhelmed,  
those feelings don't  
lead to the best  
decisions.

one of the best ways  
you can ensure you  
stay up to date with  
the latest trends in  
fashion is by  
following experts  
online.



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?