

Says

What have we heard them say?
What can we imagine them saying?

I love shopping for unique fashion pieces

Fashion Heaven has the trendiest clothes

Follows Fashion Heaven on social media

Shops online frequently for clothes

Thinks

What are their wants, needs, hopes, and dreams?
What other thoughts might influence their behavior?

"I want to stay updated with the latest fashion trends

"I hope the prices are reasonable."

Excited about new fashion arrivals

preparation
&^maintaince of
zogo books for
fashion heaven

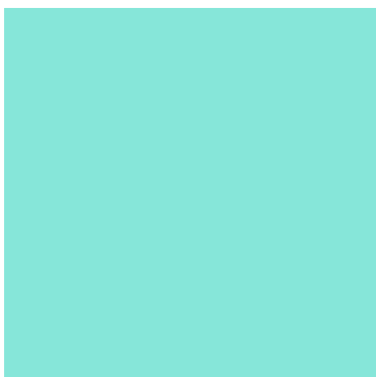
HARIHARASUDHAN
PRABHAKARAN
ABINESH
SUNDHARA PANDI

Does

Feels



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



[See an example](#)



What are their fears, frustrations, and anxieties?
What other feelings might influence their behavior?



Anxious about
overspending.

