



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?

what does  
fashion say  
about us?

i keep my  
billing for  
my  
products

Why do human  
love fashion ?  
and what are  
the strengths  
of fashion ?

why is  
fashion  
important  
for youth?

Does fashion  
make people  
happy

i keep my  
billings for  
my  
customers



Persona’s name  
Short summary of  
the persona

Why does  
fashion  
boost  
confidence?

Does  
fashion  
reflect your  
personality?

its all about wearing  
what makes you  
feel good and  
fashion enhace  
your appearance  
and help you shine.

can fashion  
make you  
happy?

high quality  
,weel tailored  
clothing can  
help you to feel  
more confident  
and powerful.

Enhance your  
credibility,boost  
your self -  
esteem,and  
improve your  
communication.



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?