



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?



Classy  
collection

Sophisticated  
style

Style is a way  
to say who you  
are without  
having to  
speak

We get tha  
attention we  
deserve

Turning the  
emphasis  
from quantity  
to quality

Fast fashion  
creates  
waste  
problem

We will also  
benefit from  
a personal  
stylist

Perfect for  
vintage retro  
or unusual  
styles

It involves  
huge cost

Supporting  
local and  
small  
businesses

Sustainable and  
environmentally  
friend

Brands that  
don't define  
you but  
compliment  
your.



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?

See an example