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?

Hove shopping for unique fashion

pieces."

"I hope the prices are reasonable

"Fashion Heaven has the trendiest clothes."

T.santhiya

T.sabitha V.gopika T.pandeeshwari

fashion haven

Follows Fashion Heaven on social media.

Follows Fashion Heaven on social media

Anxious about overspending

Excited about new fashion arrivals.

Excited

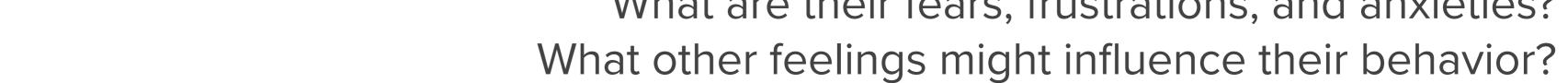
about new

fashion

arrivals

Does

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



Feels What are their fears, frustrations, and anxieties?

