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?

I love shopping for unique fashion pieces."

"I hope the prices are reasonable

"Fashion Heaven has the trendiest clothes."

Excited about new fashion arrivals

fashion haven

T.santhiya

T.sabitha V.gopika T.pandeeshwari

Follows Fashion Heaven on social media.

Follows Fashion Heaven on social media

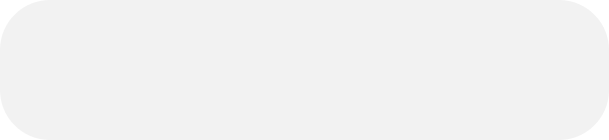
Anxious about overspending

Excited about new fashion arrivals.

# Does Feels

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

vvvv



[**See an example**](https://app.mural.co/template/8734e26b-e4c9-45b9-a5ba-03ce4aa3c700/ca1d645e-05be-4feb-94bb-f670d5f20e7c)

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