



Says

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

I love the idea of eco-friendly fashion.

I wish there were more affordable sustainable options.

Where can I find stylish sustainable clothing?

Researches fashion brands with sustainable practices.

Reads articles and watches videos about sustainable fashion.

Follows eco-friendly fashion influencers on social media.



Does

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



Thinks

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

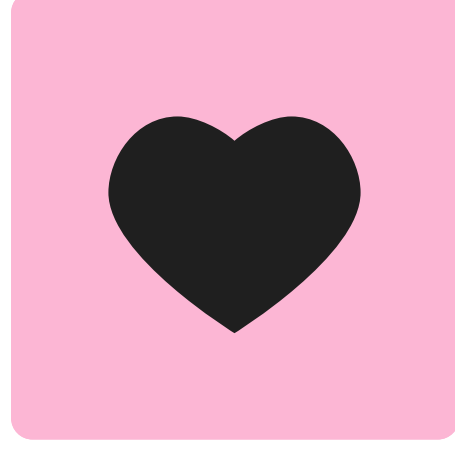
I want to be more conscious about my fashion choices.

I'd like to know more about how brands source and produce their clothing.

Are sustainable clothing brands affordable

Concerned about environmental impact of fast fashion

Interested in supporting sustainable and ethical brands.



Feels

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

Interested in supporting sustainable and ethical brands.