



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?

List what your audience says about Fashion Heaven.

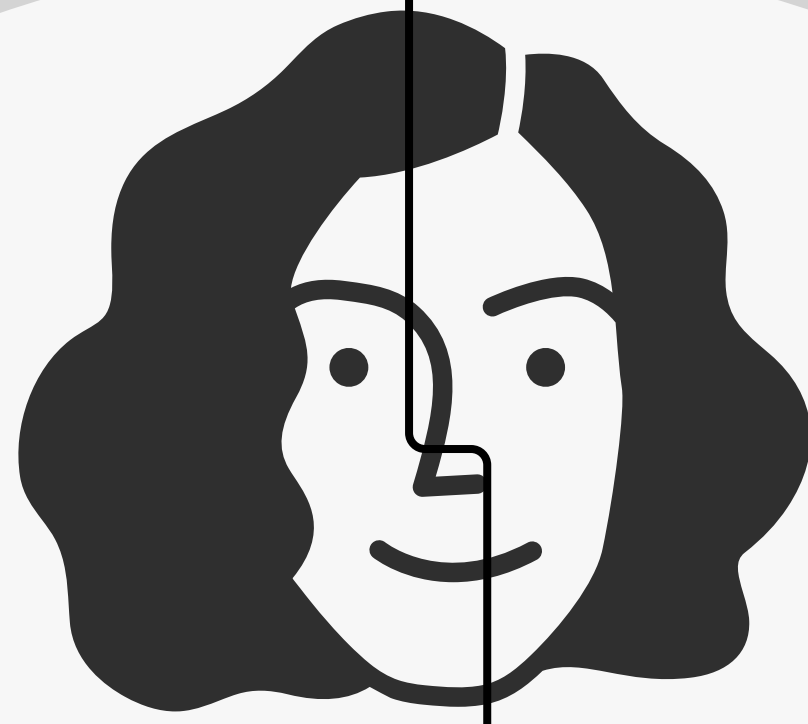
: Explore their thoughts and concerns

"I hope the prices are reasonable."

"I want to stay updated with the latest fashion trends."

"Fashion Heaven has the trendiest clothes."

"I love shopping for unique fashion pieces."



Fashion Heaven
Empathy
S.Logesh
Mabhubalan
Maharajan
M.Manikandan

Describe their emotional state.

Excited about new fashion arrivals.

Anxious about overspending.

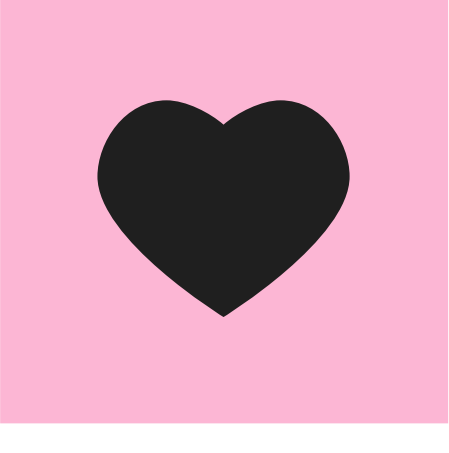
Follows Fashion Heaven on social media.

Shops online frequently for clothes.

Outline their actions and behaviors.



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?