



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?

Is it worth the name?

What about the prices?

Do they understand our needs?

Do their collections make me look unique?

What if it consumes more time to shop?

what is the quality of the collections?



Fashion Heaven  
Short summary of the persona

we have specialized premium and luxury fashion

Our designs worth the price

We work collaboratively with you to understand your needs

We have creative designers with unique style

People can shop from our official websites

we work with global brands that have high quality designs



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?