



Says

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

"I love shopping for unique fashion pieces."

"Fashion Heaven has the trendiest clothes."



Thinks

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

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

"I hope the prices are reasonable."



Excited about new fashion arrivals.

Anxious about overspending.

Follows Fashion Heaven on social media.

Shops online frequently for clothes



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?