



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?

fashion designer

Kurtis

Tops

Sarees

purchase sarees above 5000 rupees50% discount

kurtis above 3000 rupees free cost of stitching

buy 5 tops get 3 for free

20% discount for pre payment

above 5000 rs purchase 50%discount

Buy5 top Get 3 for free

stitching free for above 3000 rs purchase

The style of our garments can communicate volumes about our identity and values

The color of our garments can communicate volumes about our identity and values

Fashion is an outlet for self expression



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?