



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?

What are the clothes made of?

Is this new garment comfortable enough?

Is this clothing piece classic and timeless?

Are these clothes too expensive?

Range of product costs per unit and order quantity.

Avoid pieces that will rip, pill out, loose buttons or threads.

Purchase clothes that work for our body-shape.

Focus on quality over quantity and invest that I can wear for years.



Persona's name

preparation and maintenance of zoho books for fashion heaven

Make sure the fashion brand is unique

Offering discounts and free shipping

Make it easy to follow your fashion brand on social media.

Include pictures or videos in your marketing materials.

Feels like confident and comfy after wearing a correct outfit.

The perfect dress and such lovely service and attention!

Outfits that looks awesome for the office or casual wear!

Recommend this outfits and would absolutely buy again!



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?