



**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  
Heaven has  
the trendiest  
clothes

I love  
shopping for  
unique  
fashion  
pieces

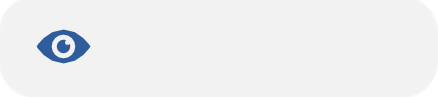
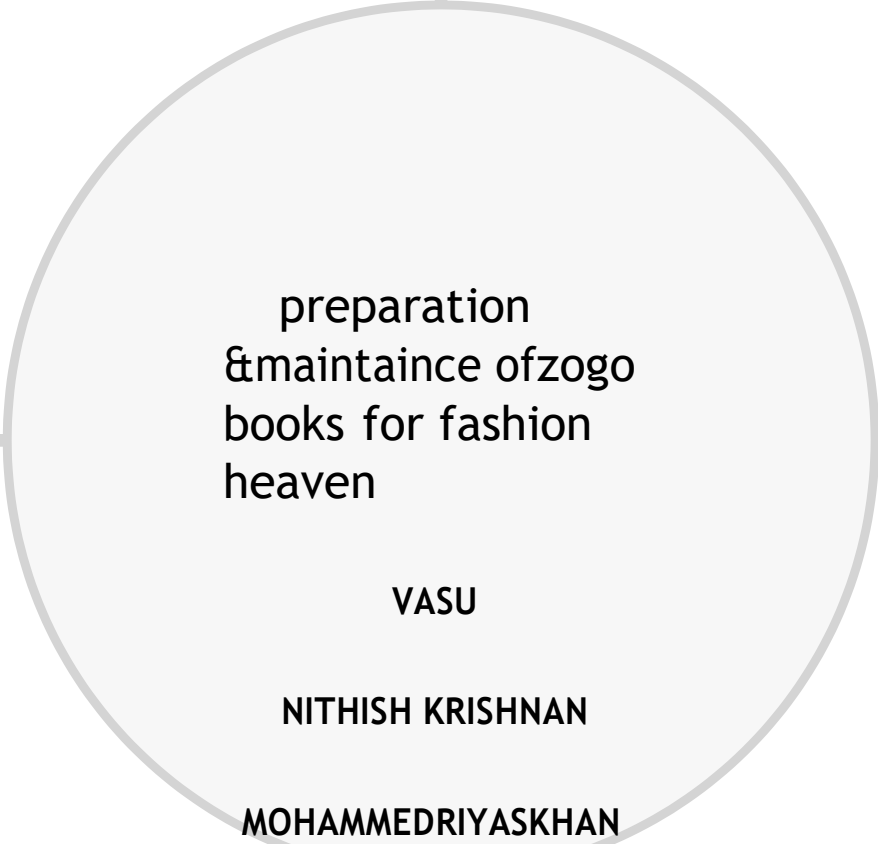
"I hope the  
prices are  
reasonable."

"I want to stay  
updated with  
the latest  
fashion  
trends

Excited  
about new  
fashion  
arrivals

Shops online  
frequently  
for clothes

Follows  
Fashion  
Heaven on  
social media



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?

[See an example](#)

Anxious about  
overspending.