



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 haven is
my go to place
for stylist chic
fashion . the
customer service
is amazing

They have
fast shipping
and great
price.

they need to
make new
variety
dresss

their quality is
good but they
need to avoid
will rip ,pill out
,lose buttons



The company need
to make many
fashionable dress
fot thsi modern
world customer also
like this kind of
models

The company
need to make
new offers for
customers.

The many
customerdont know
what kind of dress is
best for shape the
company staffs can
help for this

They re
stuck
wearing the
same think



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?