

## Says

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

> "We need to get our finances in order."

"Zoho Books seems like a good choice for our accounting needs.""I'm not sure how to set up Zoho Books correctly for our fashion business."

"I'm not sure how to set up Zoho Books correctly for our fashion

business."

**BOOKS FOR** FASHION

HAVEN

May follow fashion influencers on social media.

> Researches fashion designers and history

Hopeful about finding rare and unique fashion books.

Eager to find inspiration for their style.



Spends time

social media

for inspiration.

on fashion

blogs and

## 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?



**Thinks** 

"I want to make sure our financial data is accurate and up-to-date."

Excited about

discovering

new fashion

books.

What are their wants, needs, hopes, and dreams?

What other thoughts might influence their behavior?

May want to adapt some of the fashion ideas into their own wardrobe.

Hopes to gain insight into the fashion industry.