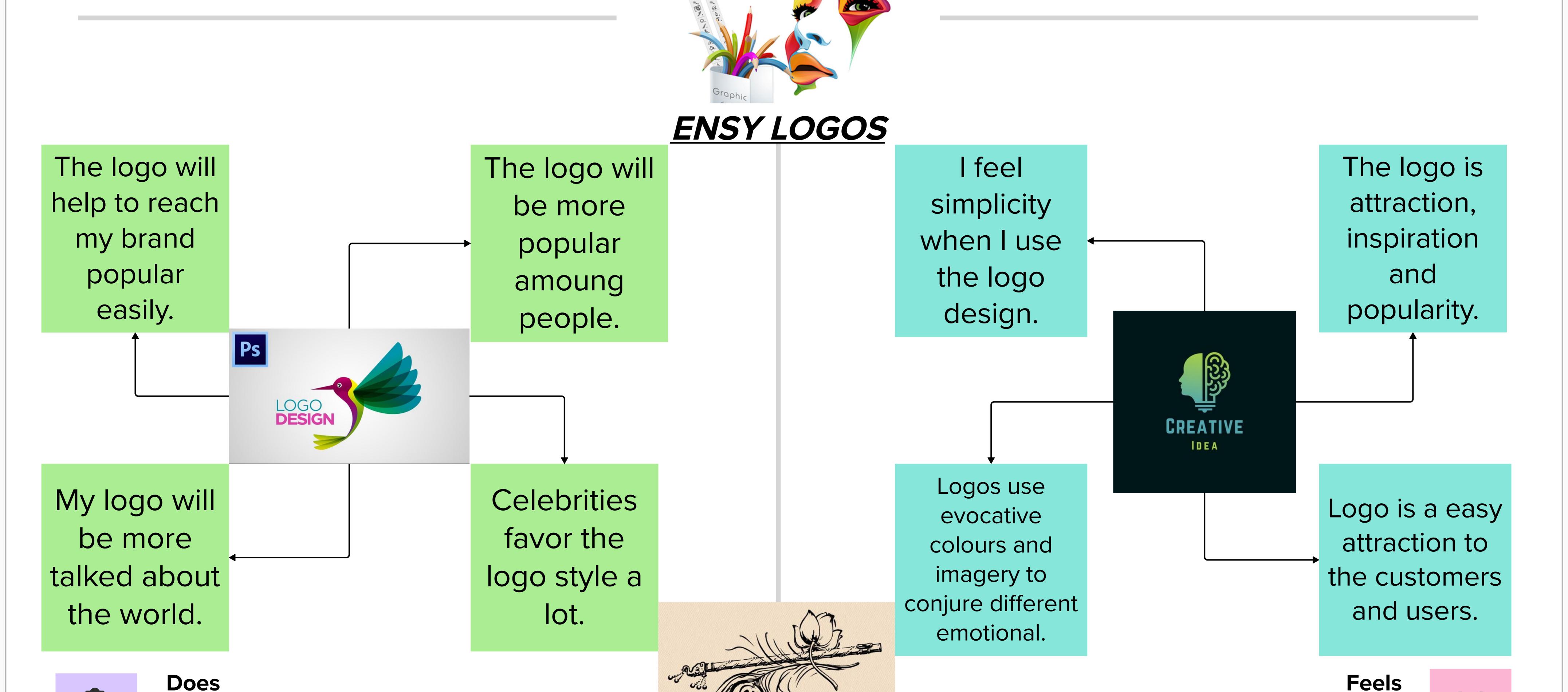


LOGO DESIGNING



See an example

What are their fears, frustrations, and anxieties?

What other feelings might influence their behavior?

What behavior have we observed?

What can we imagine them doing?