



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?

Very  
Attractive

No need of  
two much of  
infomatoin

The  
Content is  
Crispy

Shout and  
Sweet

Color  
should be  
bright

Catching  
Phrases



Persona's name  
Short summary of  
the persona

The logo  
should be  
simple but  
clear

Impress the  
people

Logo  
speacks the  
pride of  
theconcern

Logo is an  
identity

Not dull  
colors  
should be  
choosen

There should  
not be any  
imitation in  
the logo



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?