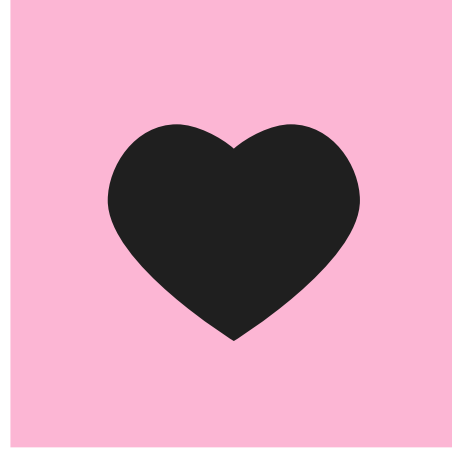


Says
What have we heard them say?
What can we imagine them saying?



Thinks
What are their wants, needs, hopes, and dreams?
What other thoughts might influence their behavior?



Feels
What are their fears, frustrations, and anxieties?
What other feelings might influence their behavior?



Does
What behavior have we observed?
What can we imagine them doing?

[See an example](#)



Persona's name
Short summary of the persona

A logo is a graphic mark made from symbols, colors, and text

Logos are used to get across messages, ideas, concepts and thoughts

The recognition of organizations, business, and groups

the iconic apple logo

the twitter bird

the target bullseye

gools
mastercard
and ebay

emblems
logo
symbols

mascot
logos

Effective logos can trigger memory

perceptual processing

but become loyal to it