The user might say, "I want a unique and memorable logo for my brand

Says

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

The user might say, "I want a unique and memorable logo for my brand

They might mention, "I'm not sure how to use Canva effectively for logo design."

Thinks

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

They could be concerned about, "Will my logo stand out and be easily recognizable?"

The user may be thinking, "Can Canva help me create a professional logo?"

They might wonder, "What elements and colors should I use to convey my brand message?"

The user is likely to search for "logo design" or "Canva logo maker" online

They might experiment with different shapes, fonts, and color combinations in Canva.

They may ask for feedback from friends or colleagues about their logo drafts.

Does

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

See an example

The user could feel excited about the prospect of designing a logo for their brand.

They might feel a bit overwhelmed by the design process, especially if they're not design-savvy.

Feels

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

They may feel proud and satisfied when they create a logo that they believe represents their brand well