



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?

create a
professional
logs

icons
and
sympols

build a
unique
brand

content
with your
audience

type
alteration

image to
image
relationships



pricing
factors

logo
quality

opinion

Location

curious

Euphoric



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?