



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?

Share your  
business  
information

Define your  
logo style

Clarify your  
timing and  
budget

Logo  
editing is  
improve our  
knowledge

Logo design  
improve  
my dreams  
and  
behavior

Integrate  
my logo  
design into  
my brand



Find  
inspiration  
for my  
design

Make it easy  
to  
understand  
and identify

A picture  
paints a  
thousand  
words

Other  
people  
interest in  
editing

Logo  
editing is  
gives a big  
things

Good relax  
feel and  
things



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?