



Says

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



Thinks

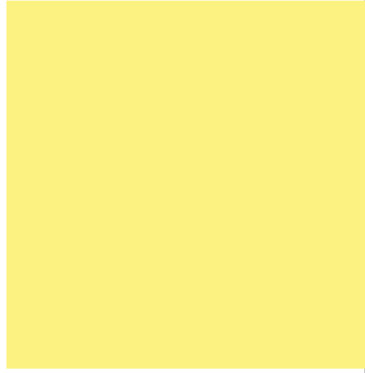
What are their wants, needs, hopes, and dreams?
What other thoughts might influence their behavior?



3d logo
looks
luxuries

This is
especially
important for
your business

Good logos
create your
business
successful



I need a
good logo
design for my
company

I want more
designs

It should
look like
luxuries

Good logo
for
customer
satisfaction

Low budget

Friendly
consultation

Impressive
logo design

people
have to
identify
easily

Unique
design



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?