



Says

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

I want
unique
colour

I need
clasic look

Best size



Thinks

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

Maybe this
is best one

Something
missing

Change the
colour



NM2023TMID36897
Logo design

Team no :9
B.SRI DHIVYA THATCHAYINI
S.SUSMITHA
K.THIVYA DHARSHINI
M.S.I.THOUBIGA BEGUM

More
research

Compare
another
projects

Observe
many logo
designs

Some fear

Exited

Looks
Awesome



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?