



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?

Impulsivity is appearing to act without thinking in advance

Make it simple,
Make it time less
Be straegic with color

What we wish, we redily belive, think,

I believe in hard work
But i belive in vindication as well,

Hopes and dreams for myself if , hopes and dreams

Affects your day night mood and socila

Guna

Persona’s name
Short summary of the persona

Make a great fist impressive

The target behavior watched, memorized, and then mimicked

Immediately recognition, reflects your brands message makes you stand out

Emotional numbness uncertainty worry preesure

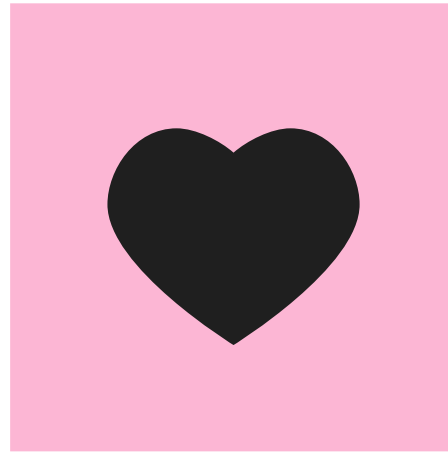
A logo become a remember of how your business fulfills its brands promise

Professional logo design loge important



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?