



**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?

They made the logo perfectly

It reflects the motto of the company

It's very catchy and matchy

How they thought innovatively and added this much of colours

Is this is okay for our brand ?

Too many colours

Why this is so complicated ?



Go through some logo designs

Creating an example logo

Ask some ideas

Over - Whelmed

Untidy

Well - pleased



**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?