



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?

an automatic
response
vocalized by
someone who did
not quite get what
he heard.

I don't want
to be a
burden on
others

I want my
family to be
well-
positioned
financially

Effective logos can
trigger memory
perceptual processing
and ultimately influence
people's decision
making to not only
choose a brand once
but become loyal to it

Great
typography
simple colour
and strong
visual

Canva has has
thousands of
logo templates
you can
customise to
make your own



Persona's name
Short summary of
the persona

All free
photos,music and
video files on canva
can be used for
free for commercial
and noncommercial

Yes,use our
online photo
enhanced tools
to make your
photo appear

Canva has
thousands of
logo templates
you can
customize to
make your own

All free photo music
and videos files on
canva can be used
for free for
commercial and non
-commercial use

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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?