



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?

i was
expecting
something
different

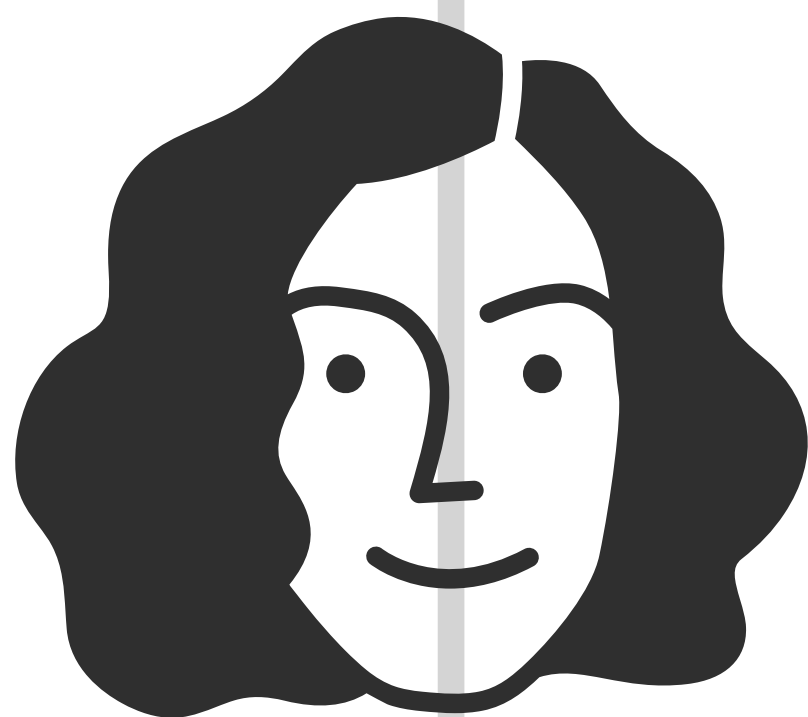
What is the
best for me

What brand
do you like

What do
you think?

I want
something
awesome

I want
something
awesome



logo

Designing a logo with canva

Checks the
website

More
research

Over
whelmed

Asks friends

usure who
to trust

Exctied



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?