



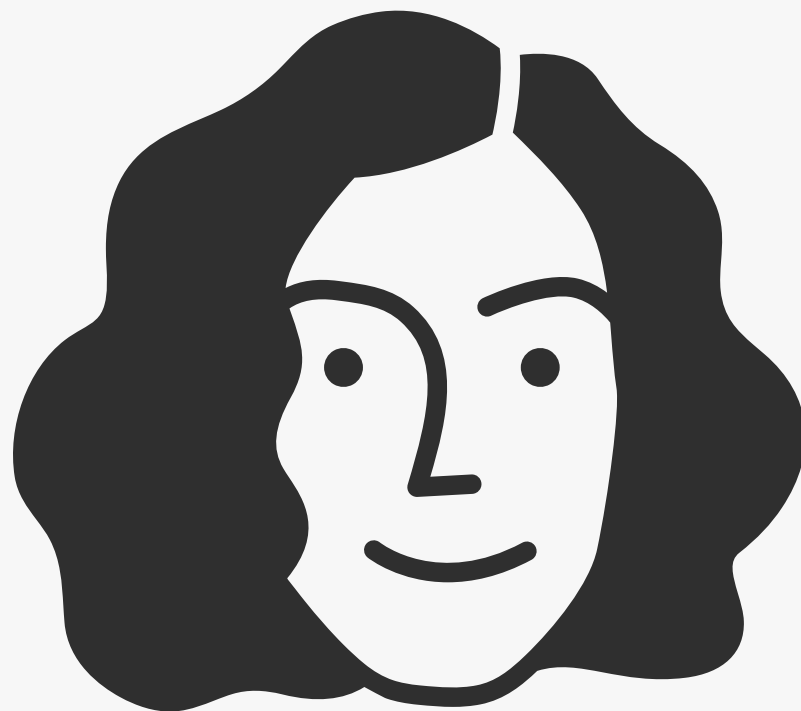
Says

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?



LOGO

NITHISHKUMAR.M  
PRASANTH.P  
RAHUL.S  
RAKESHROSHAN.R  
THIRUPPTHI.L

LOGO IS  
Symbol

the strong  
impression

it grabs  
attention

the braud  
identity

memorable  
one

the less  
competition

High  
expectlo  
ns

negative  
association

Unlted  
fiexbility

Broud  
coyaity

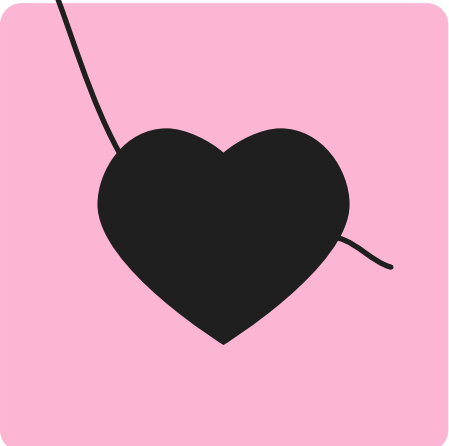
Andience  
expect

emotional  
connectio  
n



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?