



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

Make awareness for society

For my mindset and content based is very clear

I like logo creator



Lavanya

Short summary of the persona

Choose Template

Customise design

Create logo

I like logo creator

I communicate my thoughts

I like Canva and many options



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?

[See an example](#)