



## Says

What have we heard them say?  
What can we imagine them saying?

Design is  
intelligence  
made  
visible.

Design is one of the few disciplines that is a science as well as an art

Every great  
design begins  
with an even  
better story



# PRANESH>S

Short summary of  
the persona

A creative designer produces artwork and design concepts that can take on many different forms.

- Social media ads . \*

# Product packaging

- \*Printed brochures. \*
- \* online banners

## Brand identity assets

# Avoid common pitfalls when you apply the methods

Pick the appropriate methods and tailor the process to suit the unique need of your project.

Increase the chances of coming up with innovative solutions.

Design can help to improve our lives in the present.

Design creates culture. Culture shapes values. Values determine the future.

Design thinking can help us chart a path into the future.

## Thinks

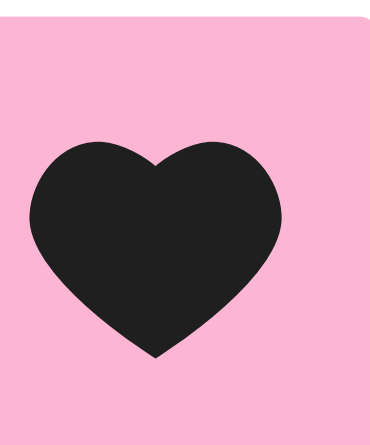
What are their wants, needs, hopes, and dreams?  
What other thoughts might influence their behavior?



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](#)