



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?

Mind and  
Thought  
Bubbles

Heart-  
Centered  
Design

Connecting  
Lines

Compass or  
Map  
Symbols

Faces and  
Emotions

Puzzle  
Pieces

Abstract Art

Gradient  
Colors

Disinging logo  
Team:23

Team ID:NM2023TMID32685  
team members:  
N.SHAKILKANNAN  
S.RANJITHKUMAR  
P.VIJAYKUMAR  
M. RAJESH  
S.SACHINKUMAR

Short summary of  
the persona

Leave extra  
design

Make it lively

Typography

Icons and  
Symbols

Represent  
the brand

Geometric  
Shapes

Visual  
Storytelling

 [See an example](#)



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?