



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?

Respresent
the business

Attractive
design

Slogan or
phrase
should
added

May be this
isn't the best

I want
something
new

Too Many
Acronyms



Designing a Logo
NM2023TMID32340
S.Najuma Begum
N.Noorul Nafrin
P.M.Nowsin
A.Rinose Fathima

Compare
Products

Satisfaction

Asks a lot of
questions

Asks friends

Overwhelmed

Excited



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?