



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?

canva have
thousands of
logo
template.

It desings
our
imagination
into real one

It will
customize
our designs.

enhance our
brand

It makes
catche our
brand

It is the easy
way to potrat
our brand



Persona's name
Short summary of
the persona

Many
templates

Easy to
access

Attract our
product

Popularity

It brings to
our brand to
people

easy way to
access.



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?