



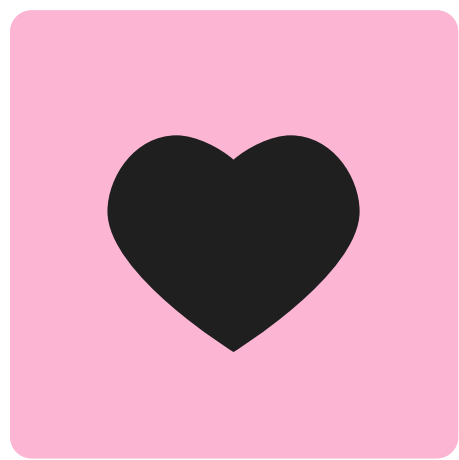
Says

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?



Feels

What are their fears, frustrations, and anxieties?
What other feelings might influence their behavior?



Does

What behavior have we observed?
What can we imagine them doing?



Mr. Vikram

A business man who
wants to create a
good brand name
and respective mail
id and logo.

want a brand
name that's
easy to
remember

Typically
observe our
portfolio of
past projects

Take a look at the
website
competitors to
assess current
design trends and
standards.

Examining the
visual and
quality of the
websites we
have created

Contemplating
the need for a
website redesign
or a completely
new website.

Wants the
brand to stand
out from the
competition

Experiencing
frustration with
their current
website's
performance

Pondering the
financial aspects
of investing in
web design
services.

To find the right
website design
partner, clients
commonly reach
out to multiple
agencies or
freelancers

Engage in
research,
attending
webinars, reading
industry blogs,

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Staying
informed
about design
best practices

Excited about
building a
brand
identity.

Approaches
the decision
with a mix of
emotions.

Might be anxious
about selecting
the right design
company that can
meet their
specific needs.

They hold hope that
a well-designed
website can
enhance their
online presence
and drive more
business.