



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?



CREATE BRAND NAME, BRAND MAIL AND BRAND LOGO IN CANVA

We should get
feedback from
our customers
on the logo
design.

The logo has to
convey our
identity clearlyThe
logo has to
convey our
identity clearly

I think the brand name
should be easy to
pronounce and
remember.I think the
brand name should be
easy to pronounce
and remember.

The brand mail
design should be
clean and
simple.The brand
mail design should
be clean and
simple.

Let's ensure the
brand name is
available as a
domain name.Let's
ensure the brand
name is available as
a domain name.

Our brand should
stand out from the
competitionOur
brand should
stand out from the
competition

I need
something that
resonates with
our target
audience.

I want a brand
name that
reflects our
values and
mission.

The logo needs
to be memorable
and unique.The
logo needs to be
memorable and
unique.

The brand mail
should look
professional
and
trustworthy.

Collaborates
with designers
to create logo
concepts.

Conducts
surveys or
focus groups
to gather
opinions.

Brainstorms with
the team for brand
name ideas.Brainstorms
with the team for
brand name ideas.

Looks for design
inspiration online
for the brand
mail.Looks for
design inspiration
online for the brand
mail.

Researches
competitor brand
names and
logos.Researches
competitor brand
names and logos.

Open to
feedback and
collaboration
in the process.

Hopeful that
the branding
efforts will be
successful.

Excited to see the
brand mail design
options.Excited to
see the brand
mail design
options.

Pressure to create a
logo that represents
the brand
well.Pressure to
create a logo that
represents the
brand well.

Anxious about
choosing the right
brand
name.Anxious
about choosing the
right brand name.

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?



[See an example](#)