

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?

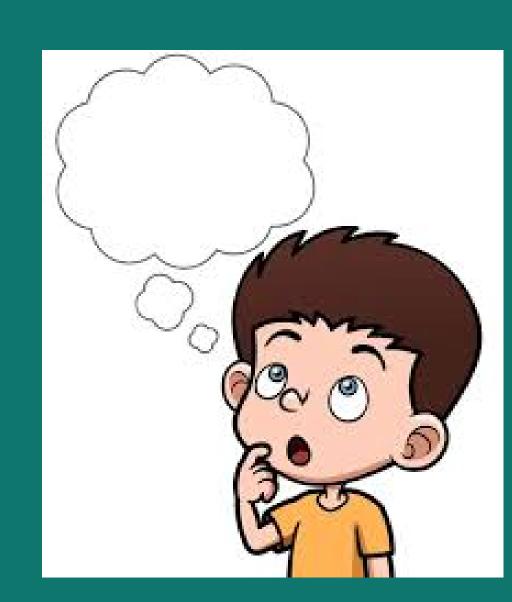
Poes it has

any flaw in

it



Is this template/logo suitable



Is this creative and innovative

To Create a Brand Name



To create a brand mail

To create a brand logo in canva

defines the

personality

brand



General People

People of All age groups and gender

Fear about its reach

Identifies thetarget audience



Creates a design that helps us to promote oyr brand

Does it clearly explains our goals



Poes it satisfies the target audience



Does

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





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

