

Says

What have we heard them say?
What can we imagine them saying?

What are their wants, needs, hopes, and dreams? What other thoughts might influence their behavior?

Ineed

something that

resonates with

our target



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

clean and

be clean and

simple.

design should be

simple.The brand

mail design should

identity clearlyThe logo has to convey our identity clearly

The logo has to

convey our

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

Let's ensure the brand name is available as a

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

needs norable I want a brand name that

reflects our

values and

mission.

Thinks

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

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.

CREATE BRAN

CREATE BRAND
NAME, BRAND
MAIL AND
BRAND LOGO IN
CANVA

Open to feedback and collaboration in the process.

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.

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?



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





Feels