



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?



Design on a colour scheme

Pick a font

Combination

Interest the creating

Build the new concept

Different thoughts

Design brief



Feels

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

Seek inspiration

Presentation

Dynamic

See an example

Define your brief identity

Feedback and review