



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?

PROFESSIONAL LOGO DESIGN

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That was
easy !

I Want
reliability

I really like
that logo

What
design is
best for me?

I want
something
new

Is this really
worth it?

Design
comparison

Make
decision

Look for
Recommendation

Elated

Satisfied

This was a
great
design



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?