

## 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?



Content in any branded materials

Simple and different

Canva is always free for every individual.

It is simple to use and offers so many templates that I can take, modify, and add things to without compromising on quality.

Create professional

Understand overview of a topic.



Designing a logo with canva

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simply opening for business.

Using high quality
3D logo always
creates a great
impact on the
company's progress
and growth

Very simple way.

brands need to differentiate themselves visually to avoid being confused.

Grow memory

Very helpful

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?

