



Thinks

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

Feels



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



S.VINCY

Short summary of
the persona

[See an example](#)

Says

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

Design
brief

Interest the
creating

Design on
a colour
scheme

Pick a font

Combination

Build the
new
concept

Different
thoughts

Does



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

Determine
a logo style

Define
your brief
identity

Feedback
and review

Dynamic

Seek
inspiration

Presentation