



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?



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TEAM 01

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Decide the
fonts

decide the
colours

confirm the
detais

unique
logo

unique
design

veriety of
colours

input the
logo

text the
content

input the
colors

Inadequate

fear

Excited



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?