

develop
concept
designs that
align with the
brand's vision.



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?

They say things like

We need a design that communicates sophistication and reliability

They do thorough research, sketching, and 3D modeling

develop concept designs that align with the brand's vision.

"Let's explore innovative materials to enhance

the car's eco-friendly image."

They collaborate with engineers and manufacturers to ensure the design can be translated into a functional vehicle.



Persona's name
Short summary of the persona

Incorporate your company logo and any relevant graphics that represent your business. Ensure they are high-resolution for a crisp look.

Choose easy-to-read fonts for your text. Typically, two fonts are used, one for headings and one for body text.

They feel a sense of accomplishment when their designs successfully convey the desired image and meet practical requirements.

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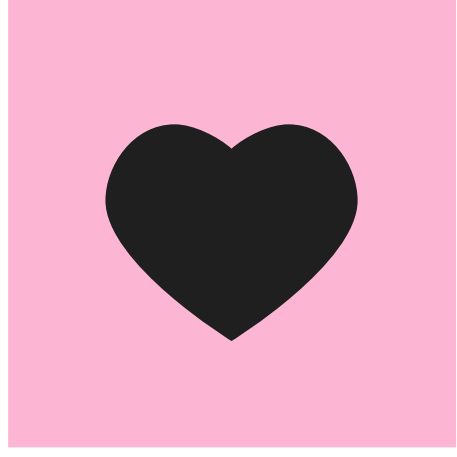
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deadlines and the excitement of pushing design boundaries.



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?