



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?

It makes me
curious to
explore

It is stylish
and good
looking

We want a logo
and a brand
name that
resonate with our
target audience

We want a
logo that
represents our
brands core
values

It is an unique
logo thats
stands out from
competition

This logo
reflects their
commitment to
sustainability

We hope that our
logo and brand
name will set us
apart from
competitors

Our logo and
brand name will
be influenced by
naming trends in
industry



Positive
responses

Engaging on
social media

Public
support to
our brand

Knowledge
about
competitors

Supporting
viewers

Feedbacks
and
recommendations

Realization of
public
likeness

Improvement
in our logo
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?