



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?

Very
Attractive

The
Content is
Crispy

Short and
Sweet

No need of
two much
of
inFromatoin

Color
should be
bright

Catching
Phrases



Persona's name
Short summary of
the persona

Impress
the
people

Logo
speacks
the pride of
the concern

Logo is
an
identity

The logo
should be
simple but
clear

Not dull
colors
should be
choosen

There
should not
be any
imitation in
the logo



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?