



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?

1. THIS
LOGO IS
MY OWN
CREATION

3. MY STORE
WAS
CREATED TO
ADVERTISE

2. MADE
FOR MY
FABRIC
STORE

1. I NEED TO
IMPORT
THE
CLOTHES I
NEED

2. I NEED A
WAY TO
EXPORT MY
CLOTHES
PROPERLY

3. I NEED TO
DO WHATEVER
IT TAKES TO
GROW MY
STORE



17. DESIGNING A LOGO WITH CANVA
NM2023TMID21072
B.KALAIARASAN
B.VAITHEESWARAN
A.THANGAPANDI

1. THEY
CREATE A
SYMBOL FOR
THEMSELVES

2. THIS
SYMBOL WAS
CREATED FOR
THEIR STORE

3. THIS
SYMBOL
WAS CREATD
FOR THEM
BY HIS SHOP

1. I WANT
TO AVOID
LOSING
MONEY

2. I WANT
TO
HIGHLIGHT
MY LOGO

3. I WANT TO
MAKE THE
REAH OF MY
ANGER VISIBLE
TO EVERYONE



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?