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?



I want to create a brand promo video for my business.

Can Canva help me make a video that looks professional?

I'm not a professional designer, so it needs to be easy to use.

I've heard
Canva is userfriendly and
has design
templates.

I need a costeffective solution
for creating
promotional
content.

I hope this won't take too much of my time.

BRAND OWNER

Searches online for "How to create a brand promo video

with Canva."

Excited about the idea of creating my own video.

Evaluates the features and templates in Canva to see if they fit their needs.

Watches video tutorials or reads guides on using Canva for video creation.

Nervous about the design aspect; I'm not a designer.

Hopeful that
Canva will
simplify the
process.



Does

What behavior have we observed? What can we imagine them doing?

**Feels** 

