



Says

What have we heard them say?  
What can we imagine them saying?

This is velvet  
in nature

Colour is  
attractive

Company  
logo



Thinks

What are their wants, needs, hopes, and dreams?  
What other thoughts might influence their behavior?

Think more  
design

Think your  
ownbrand

Say about  
our brand



Company  
name should  
be bold

Name of our  
company

Social media  
handles

Bond with  
customer

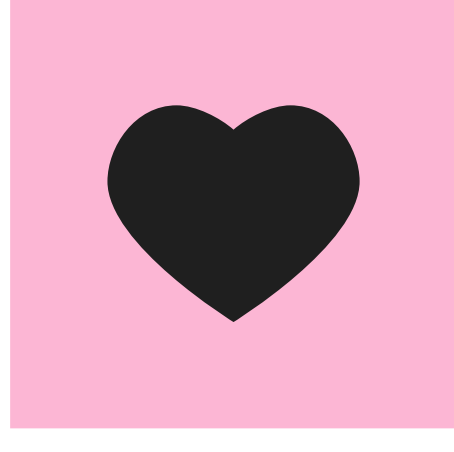
Honest to  
customer

Our  
company  
should be  
reach



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?