



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?



NM2023TMID36914

Dinesh.A
Fahath abdul ajees.S
Hakeem.A
Hari haran.M

Decide the fonts

Decide the colours

Confirm the detalis

Unique logo

Unique design

Variety of colours

Input the logo

Text the content

Input the colors

Lightweight in card

Logo is good design

Smooth colors



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?