



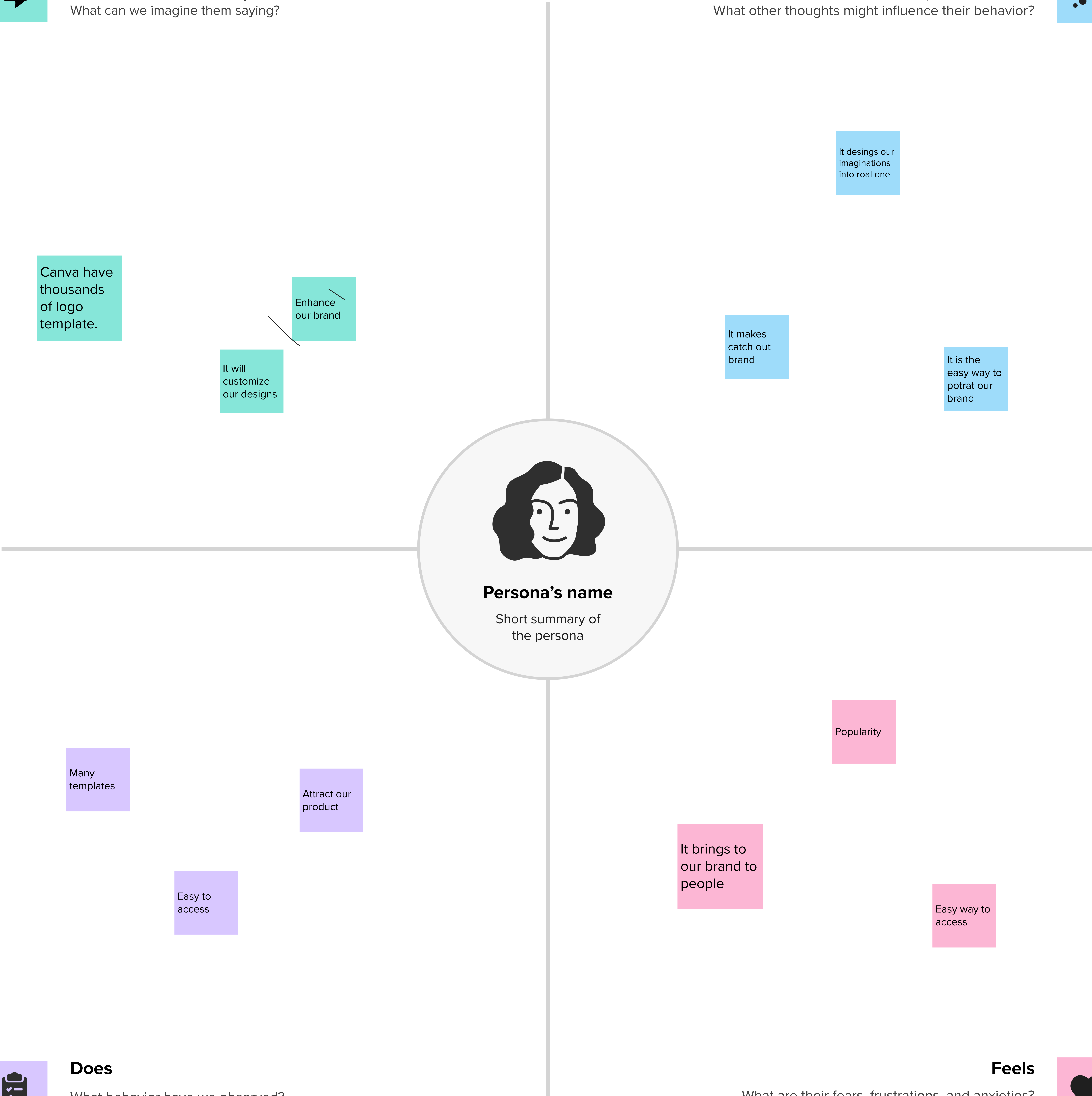
Says

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?



Canva have thousands of logo template.

Enhance our brand

It will customize our designs

It desings our imaginations into roal one

It makes catch out brand

It is the easy way to potrat our brand



Persona's name
Short summary of the persona

Many templates

Attract our product

Easy to access

Popularity

It brings to our brand to people

Easy way to access



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?