



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?

You express your desire to create personalized invitations for a special event.

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You plan how to effectively use Canva's tools and features to achieve your desired invitation design

You log in to your Canva account or create one if needed.

You make design decisions, such as

You search for suitable invitation templates or start designing from scratch

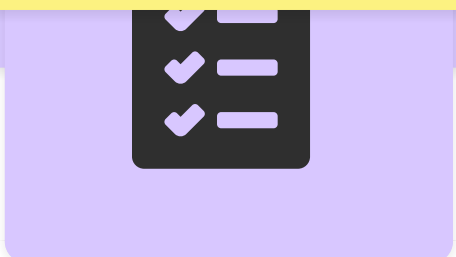
You customize the template by adding text, images, and other elements



- Feel excited about the creative process and the anticipation of your event.

Feel confident that your guests will appreciate the thought and effort put into the invitation.

Feel satisfied as you see your personalized invitation taking shape.



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



What are their fears, frustrations, and anxieties?
What other feelings might influence their behavior?