

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?

It makes me curious to explore

It is stylish and good looking

We want a logo and a brand name that resonate with our target audience

We want a logo that represents our brands core values

It is an unique logo that stands out from competition

This logo reflects their commitment to sustainability

We hope that our logo and brand name will set us apart from competitors

Our logo and brand name will be influenced by naming trends in industry

Positive responses

Engaging on social media

Public support to our brand

Knowledge about competitors

Supporting viewers

Feedbacks and recommendations

Realization of public likeness

Improvement in our logo design

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?

