

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?

Create a account

export your brand name,logo

choose a template

HOW TO
CREATE
BRAND
NAME,MAIL
,LOGO IN
CANVA

choose the right dimensions

add the video clips

export your design

editing and enhancments

design your content

create your content in canva

export your canva design

add logo and name of the brand

Does

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



See an example

Feels

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

