



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

choose the
right
dimensions

add the
video clips

HOW TO
CREATE
BRAND
NAME,MAIL
,LOGO IN
CANVA

export
your
design

create your
content in
canva

design
your
content

editing and
enchancements

export your
canva
design

add logo
and name of
the brand



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?

[See an example](#)