



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?



Persona's name
Short summary of the persona

built to help you brand

great typography, simple colour, and a strong visual element.

create branded collageral for your business, cards, flyers, and so much more.

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effective logos can trigger memory, perceptual processes and ultimately influences people decision-making to not only choose a brand once, but become loyal to it.

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it can also show the brands personality and how it wants to be seen by its customers

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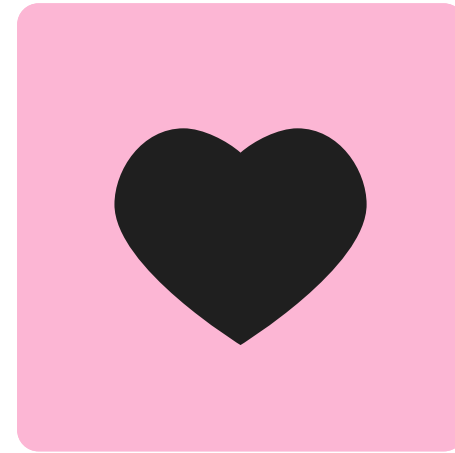
the study of how different fonts impact thoughts, feelings, and behaviors.

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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?