



Says

What have we heard them say?  
What can we imagine them saying?

Impulsivity is appearing to act without thinking in advance

What we wish, we redily belive, think,

I believe in hard work  
But i belive in vindication as well,



Thinks

What are their wants, needs, hopes, and dreams?  
What other thoughts might influence their behavior?

Make it simple,  
Make it time less  
Be straegic with color

Hopes and dreams for myself if, hopes and dreams

Affects your day night mood and socila

A .Hariharan

Persona's name

Short summary of the persona

Make a great fist impressive

The target behavior watched, memorized, and then mimicked

Professional logo design loge important

Immediately recognition, reflects your brands message makes you stand out

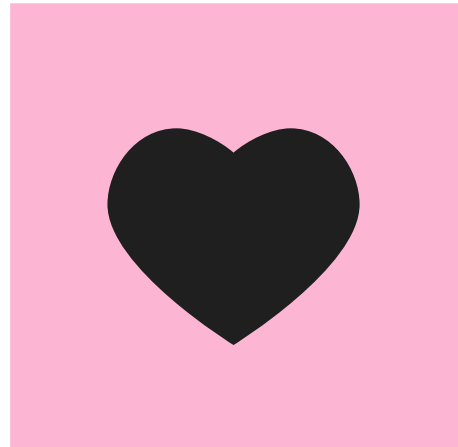
Emotional numbness uncertainty worry preesure

A logo become a remember of how your business fulfills its brands promise



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?