



Says

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

It makes me curious to explore

It is stylish and good looking

It is an unique logo thats stands out from competition

This logo feffects their commitment to suatainability



Thinks

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

We want a logo that represents our brands core values

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

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

Supporting viewers

Feedbacks and recommendations

Public support to our brand

Knowledge about competitors

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?