



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?

What do your target audience members say about logos in your industry or niche?

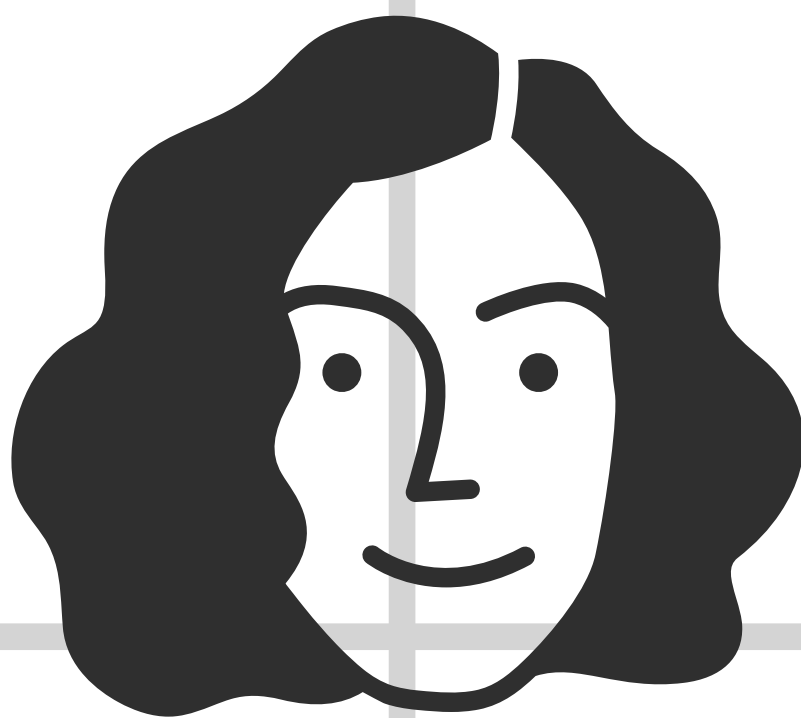
Do they mention any key elements or styles they associate with brands they love?

What thoughts go through your audience's minds when they see a logo?

Do they mention any key elements or styles they associate with brands they love?

Are they assessing the logo's relevance to the brand's values and products?

Are they looking for a logo that reflects quality and trustworthiness?



kaleeswaran

Designing logo with canva

What actions do your audience members take when they encounter a logo?

Are they drawn in by the logo's aesthetics, colors, or symbolism?

Do they share or recommend brands with well-designed logos?

Are they more likely to engage with or purchase from brands with logos they find appealing?

Are they more likely to have positive emotions toward brands with logos that resonate with them?

Do they feel a sense of trust or connection with brands that have visually appealing logos?



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?