



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?

Expresses the need for a professional and eye-catching logo for their brand or project.

Mentions a desire for a simple and clean design that reflects their brand's identity.

Concerned about creating a logo that accurately represents their brand values and message

May be thinking about the target audience and how the logo will resonate with them.

Asks questions about how to use Canva effectively for logo design.

Wondering about the technical aspects of using Canva, such as image resolution and file formats.



Explores Canva's logo design templates and tools.

Excited about the opportunity to create a unique logo for their brand.

Tries out different color schemes, fonts, and graphic elements in Canva.

Iterates on logo designs and seeks feedback from peers or colleagues.

Anxious about making design decisions and whether they'll get it right.

Proud when they come up with a logo design they love.



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?