



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?

Canva is a
Designing
platform that
has tons of
templates

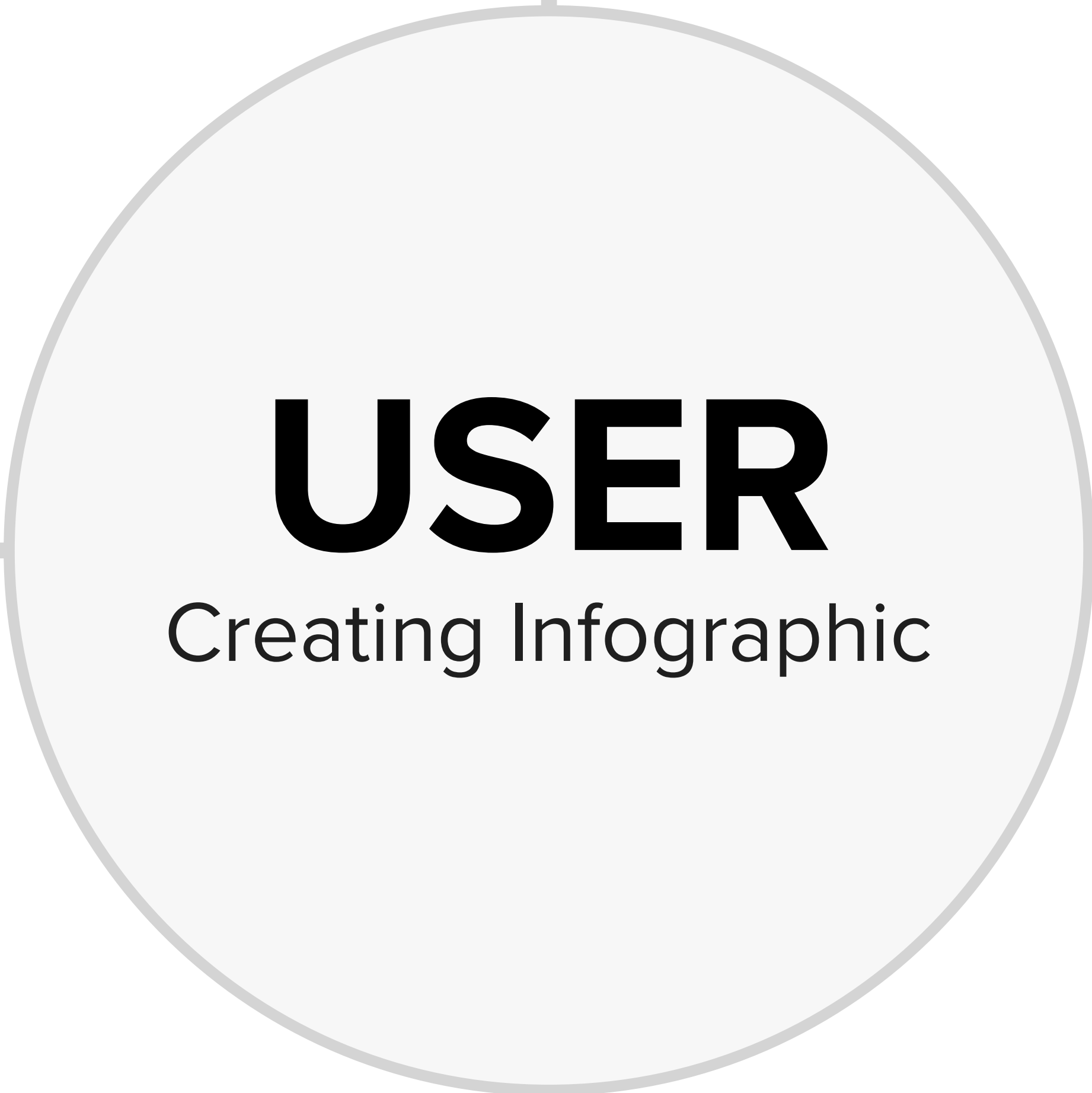
it is an online
open source
website

It allows us
to create
various
Infographics

Comparatively
easy platform
to create
Infographics

faster and
user friendly
platform

Easy to work
with



USER
Creating Infographic

Creates
different
logos

uses the
available
tools to
construct the
logo

exports to
different
formats

Productive
and Time
Conservative

Skillfull in
Designing

Confident



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?