



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?



The user might say ,"i want a unique and memorable logo for my brand."

They might mention,"i'm not sure how touse canva effectively for logo design."

The user may be thinking,"can canva help me create a professional logo?"

They could be concerned about,"will my logo stand out and be easily recognizable?"

They could express,"i need a logo that reflects the essence of my business."

Thet might wonder,"what elements and colors should I use to convey my brand message?"

The user is likely to search for "logo design" or "canva logo maker" online.

The user could feel excited about the prospect of designing a logo for their brand.

They may ask for feedback from friends or colleagues about their logo drafts

They might experiment with different shapes, fonts, and color combination in canva.

They might feel a bit overwhelmed by the design process, especially if they're not design-savvy.

They may feel pround and satisfied when they create a logo that they belive represents their brand well.



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?