



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?

he user wants to create a professional and unique logo using Canva's design tools.

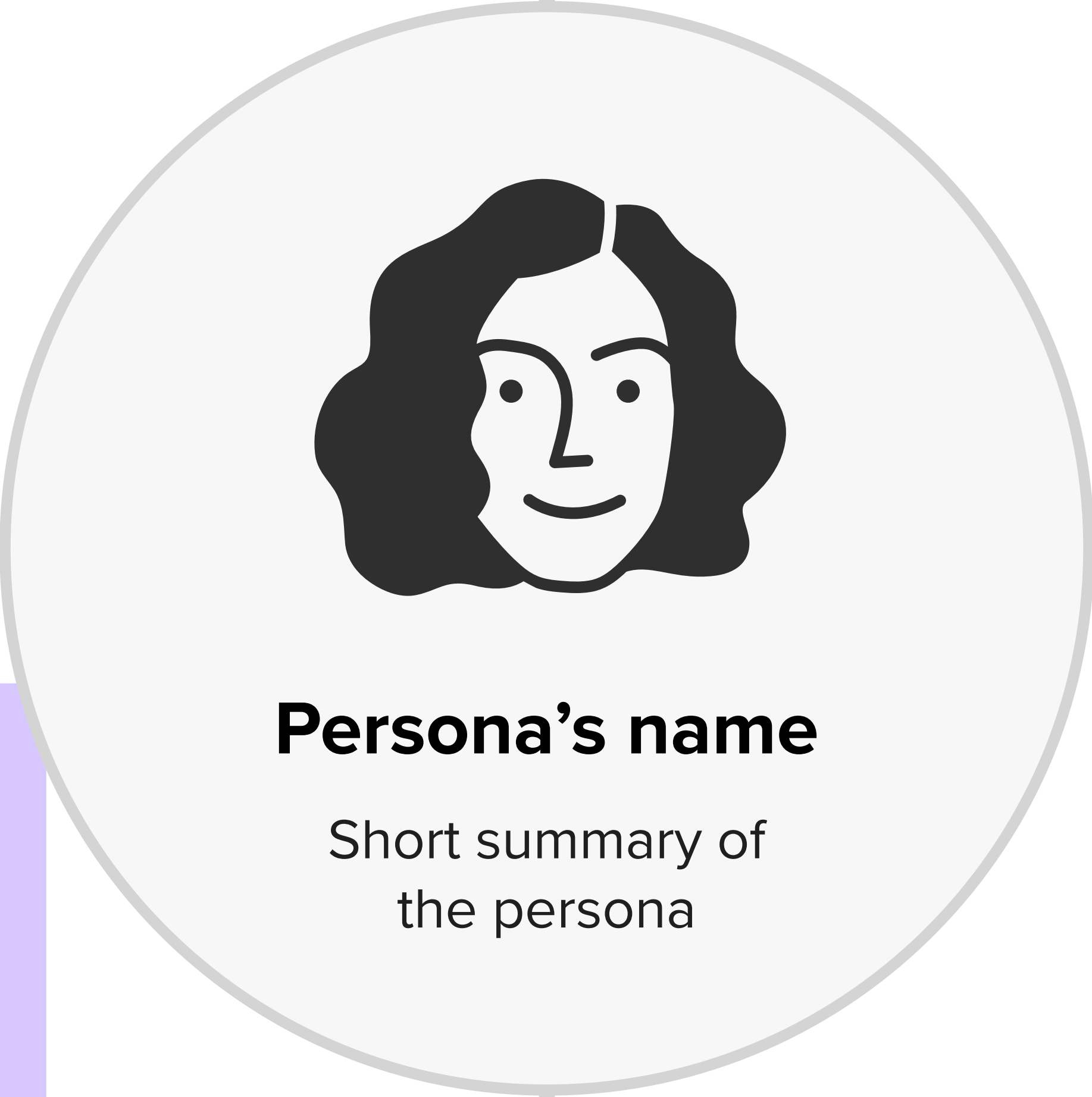
They might mention that they need a logo for their business

The user is thinking about the visual elements that represent their brand or project.

They might also wonder about how to use Canva effectively for logo design.

project, or personal brand.

They're considering color schemes, typography, and symbols that convey the right message.



The user is exploring Canva's logo design features,

different layouts, fonts, icons, and color combinations

The user feels excited about the possibility of creating a strong visual identity for their brand.

They are actively creating and editing the logo using Canva's tools.

They might also feel a bit unsure or anxious about making design choices that accurately reflect their brand's personality

As they work on their logo, they feel a sense of accomplishment and satisfaction.



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?