

Empathy Map

Says

I can't tell if this logo is good

Why does this version look better?

I need clearer explanations

I wish logo analysis was easier.

Does

Uploads multiple logo versions to compare

Relies on guesswork when choosing designs

Reads online articles for design guidance

Asks others for feedback without context



Thinks

I need a simple way to know if my logo is strong.

Color, spacing, and symmetry should be easier to evaluate

Design principles feel complicated and hard to judge

Questions why a logo looks “right” or “wrong”

Feels

Unsure about making branding decisions

Frustrated by unclear feedback from tools

Overwhelmed by technical design terms

Lacks confidence in evaluating logos