



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?



- "I need a catchy brand name that reflects our project's mission."
- "I want a unique and memorable logo to represent our brand."
- "I've heard Canva is user-friendly for designing, but I'm not a professional designer."

- "The logo should be versatile and easily recognizable."
- "A well-thought-out brand name will make a significant impact on our project's success."
- "I hope Canva has templates or tools that can simplify the design process."

- Signs up for a Canva account and starts exploring the platform.
- Looks for logo design inspiration on Pinterest and Instagram.
- Conducts research on branding and naming strategies.

- Excited about the potential of the new project.
- Anxious about choosing the right brand name and logo.
- Curious about Canva's capabilities



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?