



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?



Persona’s name  
Short summary of the persona

A logo is a symbol or design used to identify a company or organization, as well as its products, services, employees, etc.

Logos are a point of identification; they're the symbol that customers use to recognize your brand.

A Logo is symbol with a combination of text and images that helps a user or customer identify brands and differentiate between companies

A well-designed logo builds trust by validating your professionalism and get's people to stick around.

A good logo should be simple and easy to understand. Avoid complex designs that can be difficult to remember or reproduce. Memorability

- Simple. Many of the most impactful and successful logos in history are surprisingly simple. ...
- Relevant. The first quality great logos share is that they're relevant to the markets their companies target.

effective logos can trigger memory, perceptual processing, and ultimately influence people's decision-making to not only choose a brand once, but become loyal to it.

Logo design also takes advantage of shapes to influence the thoughts and opinions of customers, while successfully communicating certain messages about a company.

they should be able to look away and then draw at least a rough semblance of it from memory

Anxiety is a generalized response to an unknown threat or internal conflict, whereas fear is focused on known external danger.

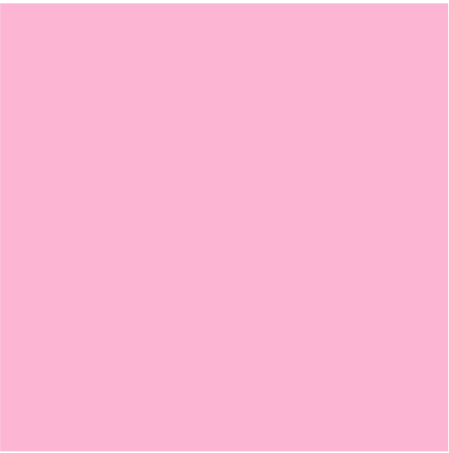
Fear is the response to a perceived threat, while anxiety involves worry about a threat that has not yet, or may never, happen.

A big event or a buildup of smaller stressful life situations may trigger excessive anxiety — for example



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?

[See an example](#)