

Says


What have we heard them say?
What can we imagine them saying?

Which
template is
best

I want to take
some action
human
pictures

I want to
elaborate
information
about sleep

Infographic



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Thinks

What are their wants, needs, hopes, and dreams?
What other thoughts might influence their behavior?

I want some
template
related into
health

I need some
book logo
about
health

I need some
quotes
present in

I chose one
different kind
of template
animation for
attraction

Comparing
the templates
then i chose
particular
template

Read the
point about
healthy
sleep

I feared about
which points
are attractive
to readers

I feared about what
kind of template
suitable for healthy
sleep than I
searched a lot than I
choose one
template

I feared about
which kind of
template is suitable
for book cover after
all this frustration i
get one template



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?