



Says

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

Ebook
cover using
canva



Thinks

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

Think my
color
palatte

About my
favorite
topics

About my
cover
picture



A.Arun Kumar



Does

What behavior have we observed?
What can we imagine them doing?

Choose the
Templates

Customise
my colors
and fond

Customise
my design



Feels

What are their fears, frustrations, and anxieties?
What other feelings might influence their behavior?

Easy to
edit and
customise

I like canva
,it has many
design and
options

Easy to
download
and share
with others.