



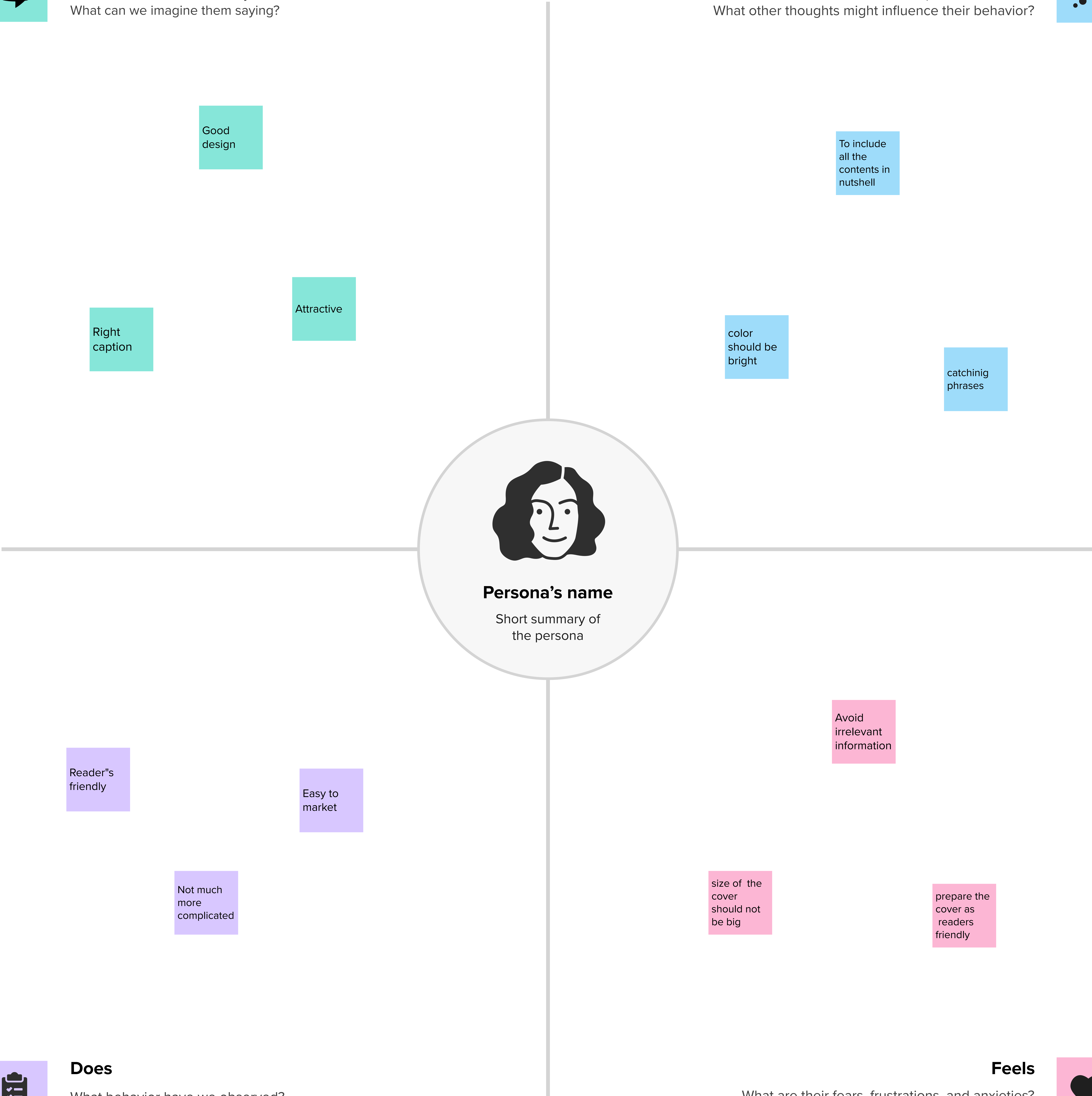
Says

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?



Good design

Right caption

Attractive

To include all the contents in nutshell

color should be bright

catchinig phrases



Persona's name
Short summary of the persona

Reader's friendly

Easy to market

Not much more complicated

Avoid irrelevant information

size of the cover should not be big

prepare the cover as readers friendly



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?