



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?



It's
Very
Attractive

It
Contains
Aesthetic
Colours.

It reflects
the content
of the book

How do the
people react?

Is this colour
suitable?

Is this design
suitable for
our selected topic?

Ask ideas
from previous
Experiencers

Go through
some designs

Make small
discussion

Satisfied

Adoptable

Catchy



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?