



Says

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



Thinks

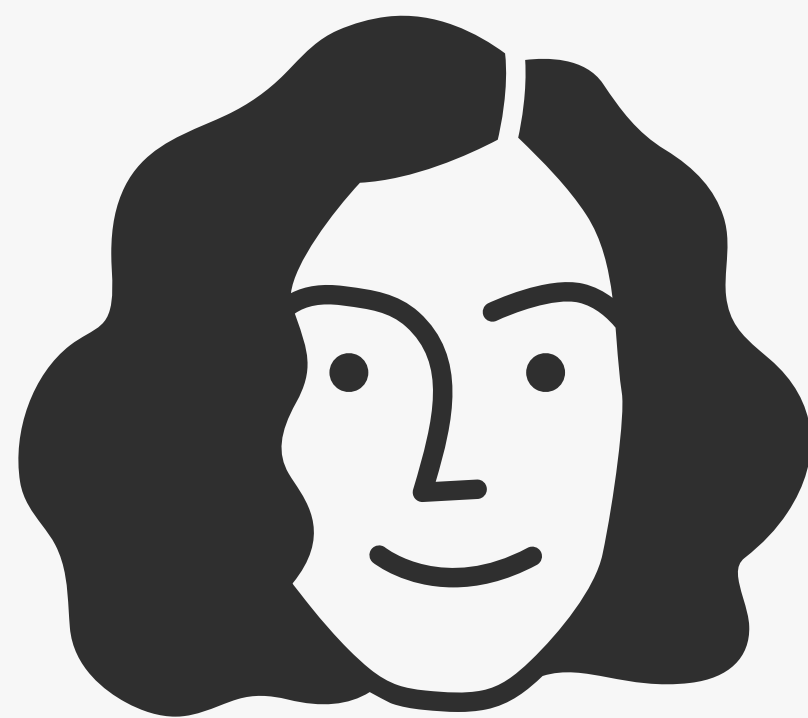
What are their wants, needs, hopes, and dreams?  
What other thoughts might influence their behavior?

Consider using a bold and prominent title that reflects the main message or idea of the book

To represent what the book "thinks," you might use imagery or graphics that symbolize the book's central themes or concepts

Choose fonts that are clear and easy to read. You can also incorporate speech bubbles or quotation marks to signify what the book "says."

This could be a visual metaphor or an illustration that reflects the book's intellectual content.



Persona's name  
Short summary of the persona

Showcase the book's actions or events through imagery

For example, if the book is an adventure story, include scenes or symbols that depict key actions or moments.

Emotions are crucial in a book cover design.

Use images that draw readers into the story.

Choose colors, images, and graphics that evoke the emotions the book intends to convey.

For instance, warm colors like red or orange can convey passion or excitement, while cool colors like blue can suggest calmness or melancholy.



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](#)