



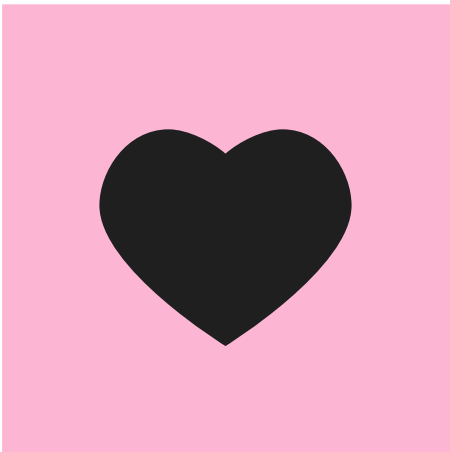
Says

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



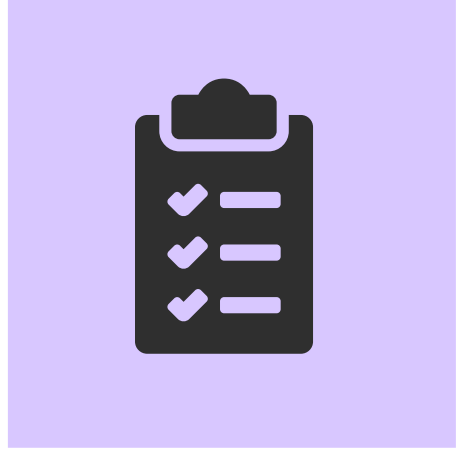
Thinks

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



Feels

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



Does

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

 [See an example](#)



BOOK COVER  
DESIGNING

i was  
expecting  
something  
different

i want  
something  
unique  
design

Visually  
striking

I use the  
canva for  
book cover  
designing

More  
research

Takes a  
few days to  
think over

is this  
really  
worth it?

Pay  
attention to  
typography

Anything  
missed?

Satisfaction

excited and  
memorable

Over  
whelmed