

- 2 Rahul
- Sakthivel
- Selvakumar



Says

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

I'm not interested paying for service

Before I read it or pic it for my book club

An online book club world be a good option for when I'm traveling

I like to do my research on a book



BOOK COVER

he shops around for books

If he sees a movie based on a book and she likes it she will read the book

he is involved in book clubs in both cities she lives in



Does

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



Thinks

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



he is very interested in reading all kinds of books

He enjoys the companionship of others through book clubs

he enjoys
learning for
books
reading

What others have to say about a book

Excited when telling about a time her book club had lunch an author

Excited when talking about books he liked and her favorite book, follow the river

Would be annoyed if asked to pay for a service

Feels

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

