



Says

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

Book cover design

- Need to be
unique

- Cover
design
director

- Choose
graphics and
text

- Color scheme



Thinks

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

Book cover
templates

- Textbook
- Background
- Layout
- Photo editor

- Design
- Color
- Font choice
- Photo choice

- Illustrations
- Booklets
- Art sales
- Illustrations

- Product
- Pricing
- Templates



Persona's name

Short summary of
the persona

Disadvantage

More book
cover
templates

- Colors can
be glitchy

- The
writing
style can
be static

- Can't use
for
interviews

- Photo book
- Photo
- Photo
- Photo

- Art book
cover
- Romance
book cover

- Photo book
cover
- Photo
book cover



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?

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