



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?

use color as accents

grap your readers attents with contrst

make bold choices with typogropy

feature compelling imagery

use imagery as an accent

keep it simple and straightforward

have a distintct styie to stand out and be easily reconnized among other books

indicate the genre, using design familiar to the reader

tell a story of the inside,capturing the of concept or theme in a design

showcase handwritten type

convey the mood of the book through the cover

get creative with composion



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](#)

