



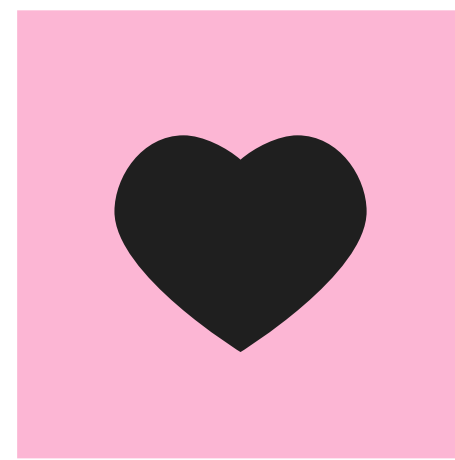
Says

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?

Consider what the audience will see .

Incorporate visual cues that hint at the book's genre,so readers can quickly identify it.

Note down colors,images and design elements.

Identify the primary emotions.

If relevant , convey the book's setting or time period through the cover.

Include symbols or elements that have significance to the book's plot or themes.



Develop profiles of typical readers .

Identify potential concerns or turn-offs for readers based on the cover's design.

It needs to stand out on a bookstore shelf.

Book cover is to grab the potential reader's attention.

Ensure the cover accurately represents the book's content.

Avoid cluttered or overly busy designs that can overwhelm viewers.