



**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?

I really like  
that feature.

I was  
expecting  
someting  
different.

may be i  
can see  
some

what size is  
best.

what do you  
think

may be this  
isn't the  
best.

Find images  
for the book  
cover.

look for  
book over  
inspiration.

Select your  
book  
dmension.

I want  
something  
awesome.



Book cover  
using canva

searcg a  
good  
design.

more  
research.

Makes small  
decisions.

create a  
book  
cover.

Text a  
related  
heanding.

Fear

curious

Excitement.

Nervous.

Confused.



**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?