



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?

 [See an example](#)



thangapandiyammal

karthigaiselvi
annakodi
vi

intriguing
visual
elements

A clear title
and
subtitle

good use
of white
space

Background
images and
graphics

the name
of the
author

collect
feedback

research
the market

choose a
design of
direction

figure out
what the
design needs
to emphasize

publish
and share

try out
different
features

Figure out
what the
design needs
to emphasize