



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](#)

Book cover  
using canva

says that it's  
done for  
working  
and  
aesthetic

says that it was  
astonishing work  
and difficult to  
believe that we did  
it

says that it's  
good color in  
front of the  
book cover

I thinks that  
I should  
finished the  
work

thinks that it is  
not enough to  
encourage the  
part of moment  
to create a book  
cover

thinks that it's  
difficult to  
analysis the  
topic of the  
book cover

Insert a  
template,  
design and  
text in book  
cover

Insert a  
picture and  
ideas

Insert a name about  
Hibiscus, Alone, Pre-  
made arrangements,  
Marketing, Torch of  
olympics and post  
ranch inn in book  
cover

feels that sad  
when i want  
to create a  
book cover

feels that  
happy when I  
discovers the  
subjects on  
book cover

feels that  
frustation while  
I did know  
nothing at the  
moment