



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?



marithangam,mahal  
akshmi,thilaga,karpa  
gadevi,anusiya

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Understand the  
content  
Fiction tends to use  
evocative imagery  
while non-fiction uses  
images more relevant  
to the subject

Get to  
know the  
author

If it's a debut  
novel, think  
about a design  
that reflects the  
writing style.

customizable

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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?