



Says

What have we heard them say?  
What can we imagine them saying?

ebook  
cover using  
canva



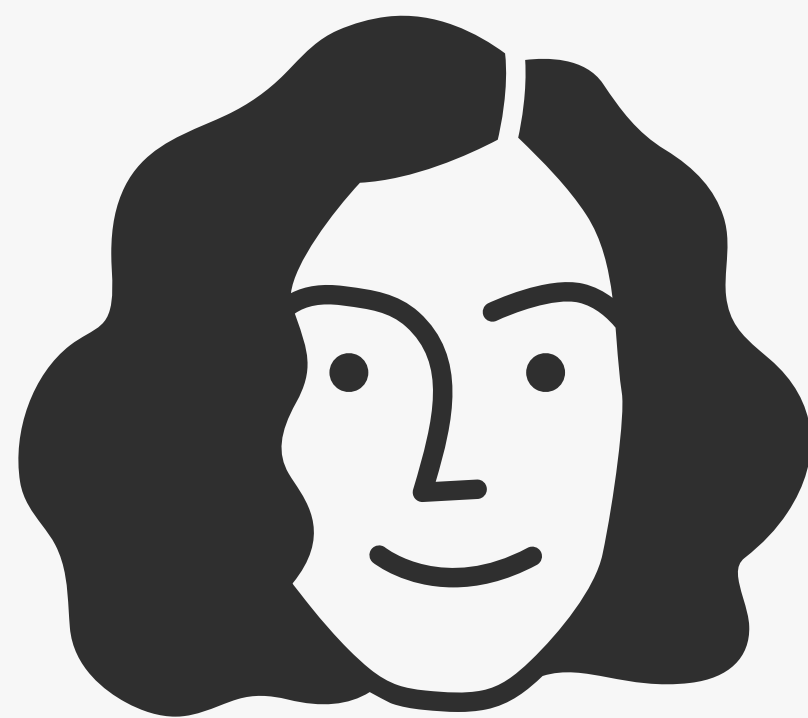
Thinks

What are their wants, needs, hopes, and dreams?  
What other thoughts might influence their behavior?

Think  
about my  
color  
palatted

About  
favorite  
topics

About  
cover  
picture



M.Mohamed Basith  
Short summary of  
the persona

Choose the  
templates

Customise  
my design

Customise  
my colors  
and font

I like canva,it  
has many  
designs and  
options

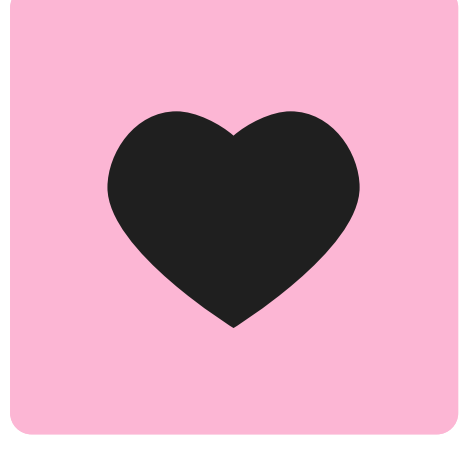
Easy to  
edit and  
customise

Easy to  
download  
and share  
with others.



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?

See an example