



**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?

Book 📖 cover  
Book cover  
used by canva

It should  
be  
attractive

It contain a  
book oriented  
design and  
pictures

give a book  
title very  
unique and  
attractive

It look like  
a real  
authentic  
creature

It is fullfill to  
readers  
expectations

It gives a  
positive  
vibration

It contain  
both 3D  
pictures  
and colours

It looks  
very  
elegant

The cover  
was  
attracted to  
readers

It contain  
3D picture

It should  
be a colour  
ful

It should  
be original



**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](#)