

BOOK COVER USING CANVA

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

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

I really like that feature

May be i can see some pictures

May be this isn't the best

Find images for the book cover

I was expecting something different



Says

What size is best

Look for book cover inspiration



Thinks

I want something awesome

What do you think

Select your book dimension



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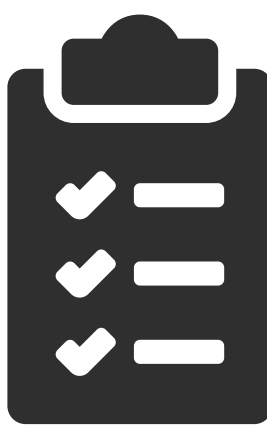
Search a good design

More research

Confused

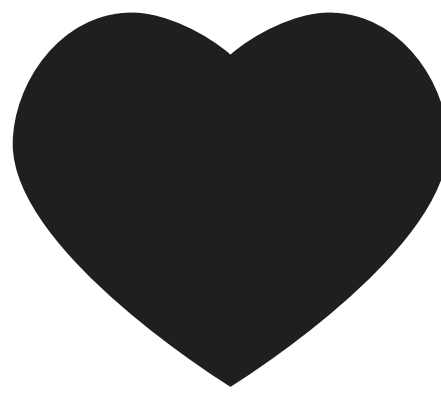
Excitement

Create a book cover



Does

Text a related heading



Feels

Curious

Makes small decisions

Nervous

Fear

What behavior have we observed?
What can we imagine them doing?

What are their fears, frustrations, and anxieties?
What other feelings might influence their behavior?