

## 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?



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they are the first thing people see when browsing for books

existing
templates on
canva cannot
be resold as is

empowering the world to design

integrates with core classroom tools,including

to give you a headstart on creating captivating visuals



## Pradeepa's Group

jacketys or case wraps

the first of the physical part of a book any protective covering used to bind together the pages of a book

creating
visual
content for
social media

a book cover design is one of the most important aspects of a marketting book

communicate
the books
genre,tone,and
theme,as well as
to pique the
readers interest

its ability to provide users with everything they need to create proffesional designs



## Does

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?



