



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?

What do readers say about book covers in your genre?

What thoughts go through readers' minds when they see a book cover?

Are there specific words or phrases they use to describe their ideal book covers?

Do they mention any key elements they look for, such as genre cues, book title prominence, or author recognition?

Are they intrigued by the cover design?

Do they associate the cover with the book's genre and content?

PRATHAB
Short summary of the persona

What actions do readers take when they encounter a book cover?

How do readers feel when they see a book cover?

Do they pick up the book or click on it to learn more?

Do they judge the book by its cover, at least initially?

Are they excited, intrigued, or drawn in?

Do they feel a sense of connection with the book's theme or characters?



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?