



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?

Don"t judge
books by its
cover

what their
wants means
mainly the
covers should
in attractive

Entice the young
target audience
with
colors,typefaces
and images.

Use
imagery as
an accent.

Most of the
people will love
the title but also
the cover of the
book.

cover of the book
is attractive and
what's interesting
news about the
book topic.



Book cover using canva

If i choose
the book by
myself.

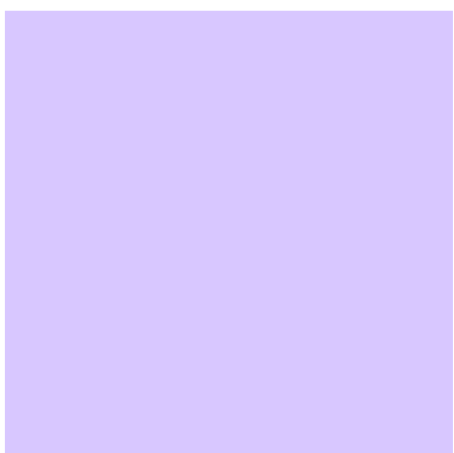
Postures,movements,nonverbal
and verbal behavior all can
observed.

The people will
like books kind
of love,crime
and moral
stories.

My thoughts
about choosing
the books by its
color and
picture.

Most of the
people will
like to read a
journalistic
form.

Why the
people read
the book is for
their removing
frustations.



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](#)