



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?

this was
new model

its attracted
for readers

change
any
another
photo

add some
more
different
colours

common
picture was
use for this
cover

the covers
brightness
is dull

Add some of
the
brightness
colours

the cover in
this book
was
beautiful

All readers
accept this

Make this
model better

The cover is
look neatly
and shiny

Use nature
photo in this
cover



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?

