



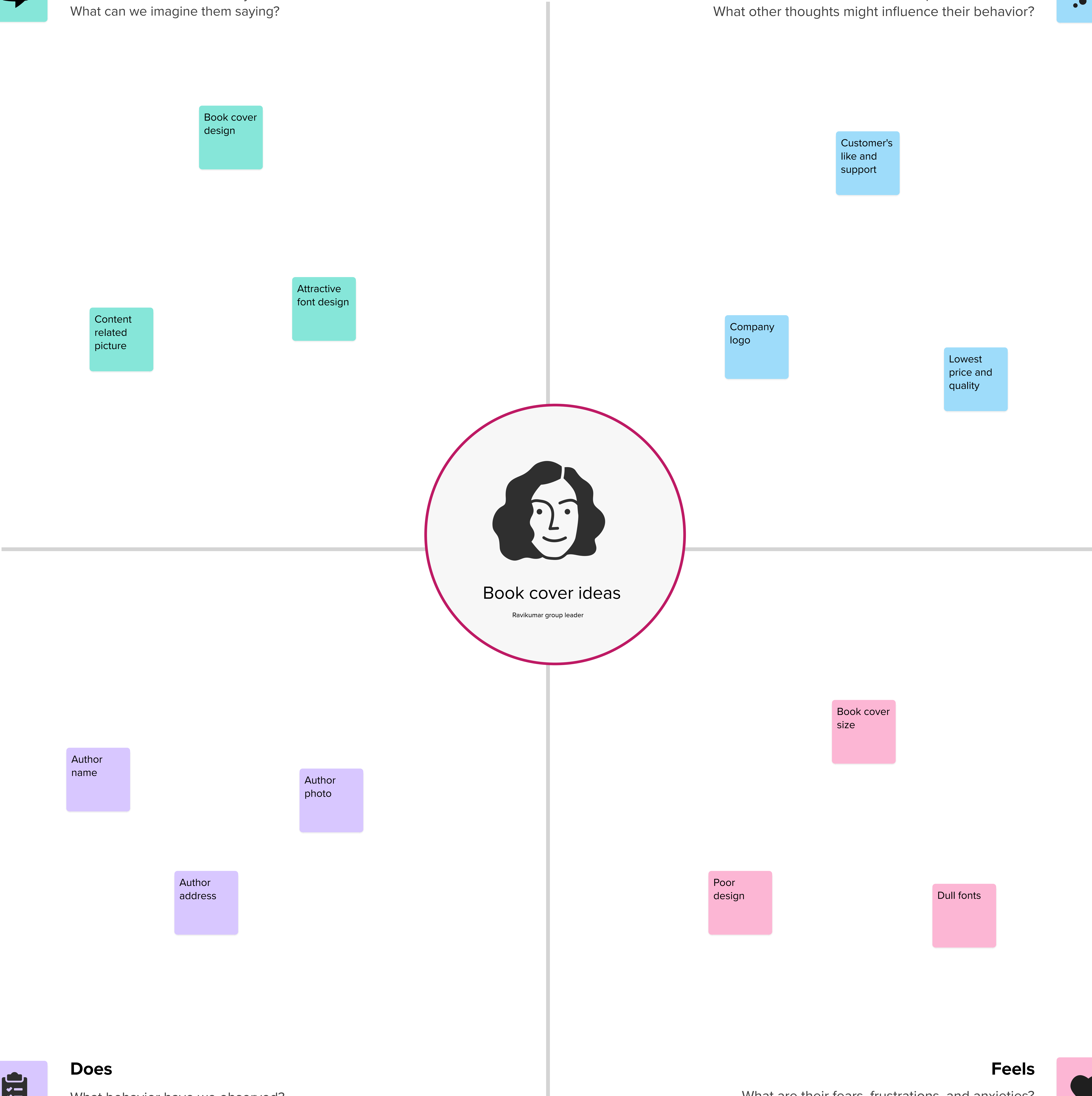
Says

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?



Book cover design

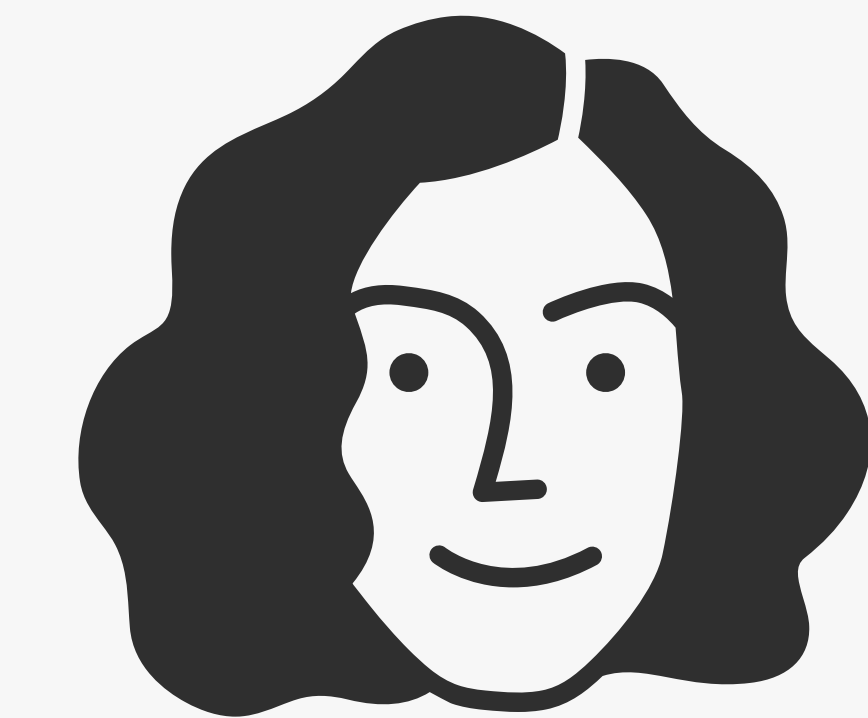
Content related picture

Attractive font design

Customer's like and support

Company logo

Lowest price and quality



Book cover ideas

Ravikumar group leader

Author name

Author photo

Author address

Book cover size

Poor design

Dull fonts



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](#)