



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?

Engaging
your
audiences

Infographics say
a lot about your
brand and your
product
offerings.

Highlighting
vital details

Storytelling
made easy

he information
that is featured
via infographics
helps people to
measure your
knowledge.

We strongly
recommend
including your
brand logo, website
address, or other
details within your
infographics.



Infographic

Team Members

K. Abimanyu
V. Ananth
A. Adhikesavan
V. Archunan

infographic
can stand on
its own as a
separate piece
of content

Using the design,
you can help the
reader navigate
across the vital
details without
creating any
confusion.

Including recognizable
icons and images will
improve the chances
of your infographic
clicking with
audiences across the
world.

infographics
should reflect the
tone and style of
your brand and
the topic of
discussion.

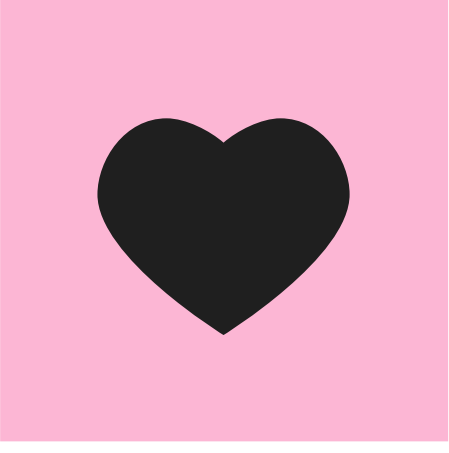
Your information
design should
resonate with
audiences across
the globe.

A **data visualization** is
a graphical
representation of a set
of data. Charts, graphs
and maps are the
most commonly used
types of data
visualization.



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