



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?



Feels

What are their fears, frustrations, and anxieties?  
What other feelings might influence their behavior?



Does

What behavior have we observed?  
What can we imagine them doing?

 [See an example](#)



Infographic

Team Members

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Engaging  
your  
audiences

Storytelling  
made easy

Highlighting  
vital details

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

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.

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

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.

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

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

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