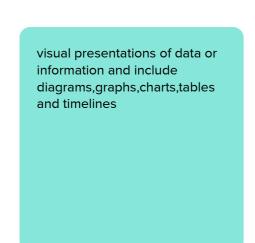




What have we heard them say?
What can we imagine them saying?



infographics
help cover
"heavy" topics
in an enjoyable
way

A collection of imagery,data visualizations like pie charts ans bar graphs.



What are their wants, needs, hopes, and dreams? What other thoughts might influence their behavior?



visual elements in infographics make the content more engaging and appea;ing

our brains
process visual
information 60
times faster than
written
information

google trends has registered a continually growing interest of onlineusers in infographics as a vital piece of information



Infographic for startup

Infographics are 30 times more likely to be read than a written article

can boost your websites visibility on mainstream search engines

designers start by researching the topic and gathering data and then organizing it into a visual format infographics have an emotional power because they can show you an idea

feels that over imaginative, news are elaborate with contents.



## 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?

