



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 for startup

visual presentations of data or information and include diagrams, graphs, charts, tables and timelines

visual elements in infographics make the content more engaging and appealing

infographics help cover "heavy" topics in an enjoyable way

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

our brains process visual information 60 times faster than written information

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

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

can boost your websites visibility on mainstream search engines

infographics have an emotional power because they can show you an idea

designers start by researching the topic and gathering data and then organizing it into a visual format

feels that over imaginative, news are elaborate with contents.

