



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

TEAM 1 :Designing a Infographic using canva

M. Amutha  
M. Arumugasuthi  
R. Azhahulakshmi  
M. Durgadevi  
B. Vetrivel

Visual :color coding, graphics, reference icons

Knowledge:facts, deduction

Content:time frames, statistics, reference

A unique, attention grabbing title and tagline

A clear subject and story

A clear storyline with a clean and Well-structured layout

Delivers dada and analysis of the information

In a visually pleasing format

Helps audience digest and understand information

Frustrated to getting rejected

Feel nervous to expose their ideas

Not have a confidence in their idea