



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?

Infographics
for
marketing

infographics
for
government

Infographics
for small
businesses
and
entrepreneurs

Inforaphics
for
consulting
and freeiaing

infographics
for
nonprofits

infographics
for
education



P.J.R.V TEAM

INFOGRAPHIC

create their
brand style
guide

send
creative
newsletters

highlight
results in an
annual
report

create more
interesting
webinars

showcase
successes in
an
impactreport
or case study

visualize
information in
crisis
communications



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](#)