* A screenshot of a cell phone

  Description automatically generatedPlain and simple colour pallete that matches coffee colour puts the reader in the right headspace visually and does not draw too much attention to uncessarasry thing. Making the infographic both more readable and assesible.
* The block of text at the start with the research question works to clearly and consisely convey the message.
* The non standard placement of graphs, text and data is strategic to give the inforgraphic a more organic feel making adding to accessibility.
* Texts have been given a smaller font thatn the percentage or integer data being more dominant this makes the infographic easier to read, focuses on relevant information and gives clarity.
* The black background in the middle of the infographic is strategic to both give a change of scene and to highlight that this is the most important graph in the infographic. This adds to both clarity and relevance