



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?

Collection of
imagery
data,visualization
like piechart,bar
graphs

It's visually
represent
information
ir data

Infographic is a
representation
of information
in a graphic
format

Infographics
allow condense
vast amount of
data into easy to
understand
pieces

It well designed
they tell a good
story and they
are easy to
understand

It help people
understand
complex
concepts



Infographic can
help people
understand
complex
concepts

It uses any career on
business,education,newspaper
,medical,technology etc....

Encourage
your audience
to feel
connected to
your message

It works use visual
elements and text
to highlight key
information ideas
us a form of data
visualization

It help you
tell your
story
visually

It feels the color palatte,fonts
placement of the
logo,images,icons,graphs,chart
tone of voice



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?