



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?

Is the purpose
of an
infographic

Infographics
are effective
for learning

Infographics
show
educational

Diagrams
maps

Pictures
charts

Informaion
including
graphs



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?



Visual
representation
of data or
knowledge

Meant ot
persent
complex
information

Manage time
and balance
everything
very well

Effecive

Successfull

challenge