



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?

A visual  
representation  
of information  
or data

Visually  
represent  
information  
or data

I will give  
them a try

I can take  
any help

Creating  
imaginary  
art

They are a  
popular method  
for conveying  
quantitative  
data



Designing a infographic using canva.

Compares  
prices

Looks at  
ingredients

Feels  
exhausted

Researches  
options  
online

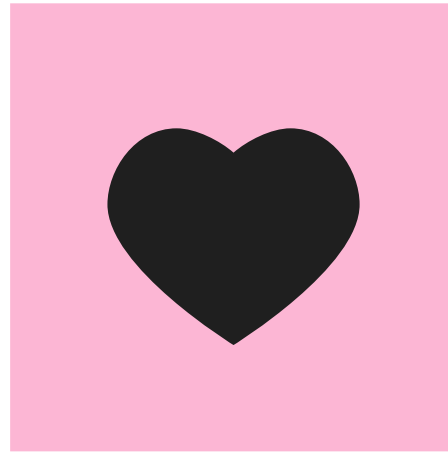
Powerful

Satisfaction



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?