



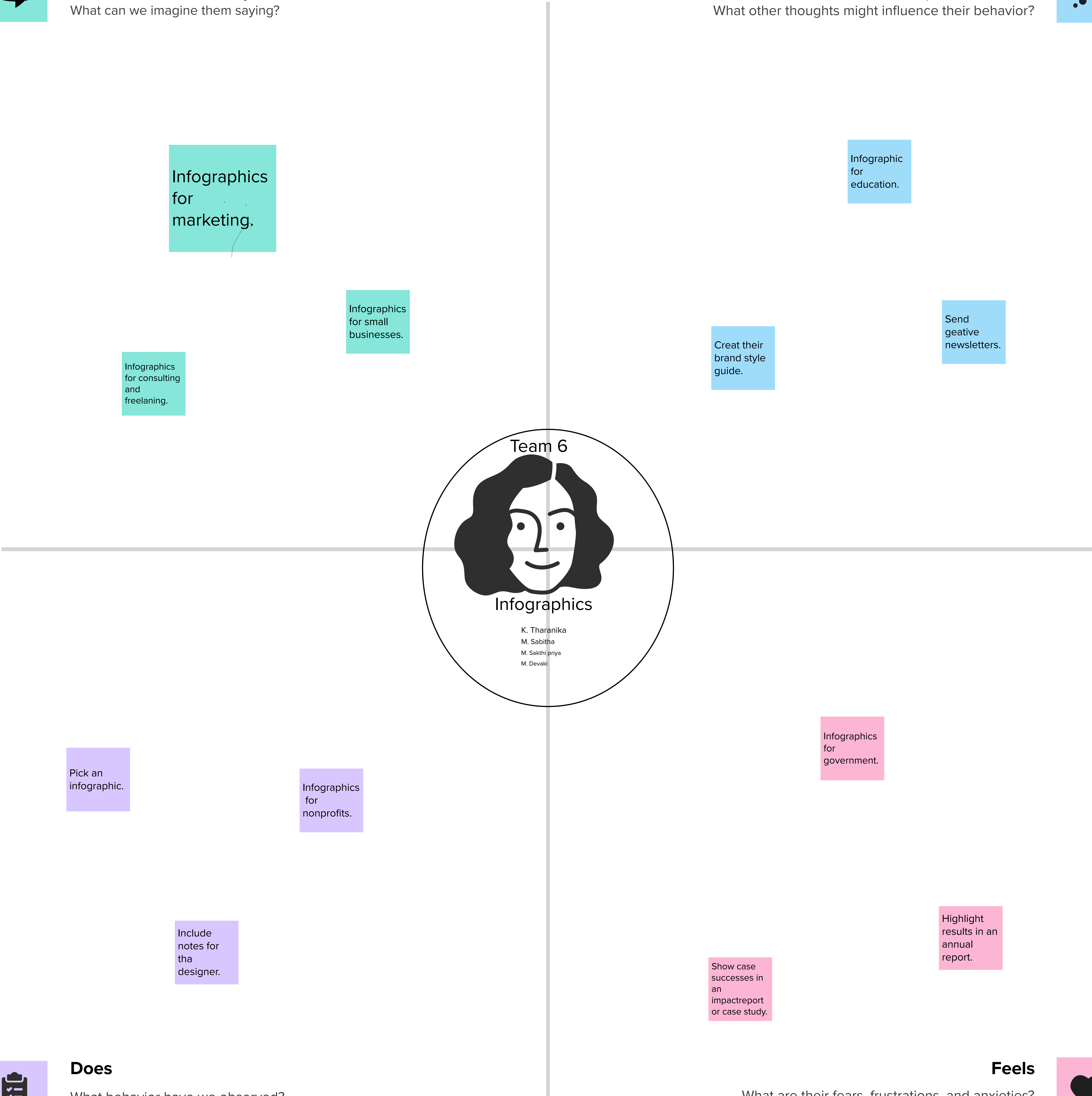
Says

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.

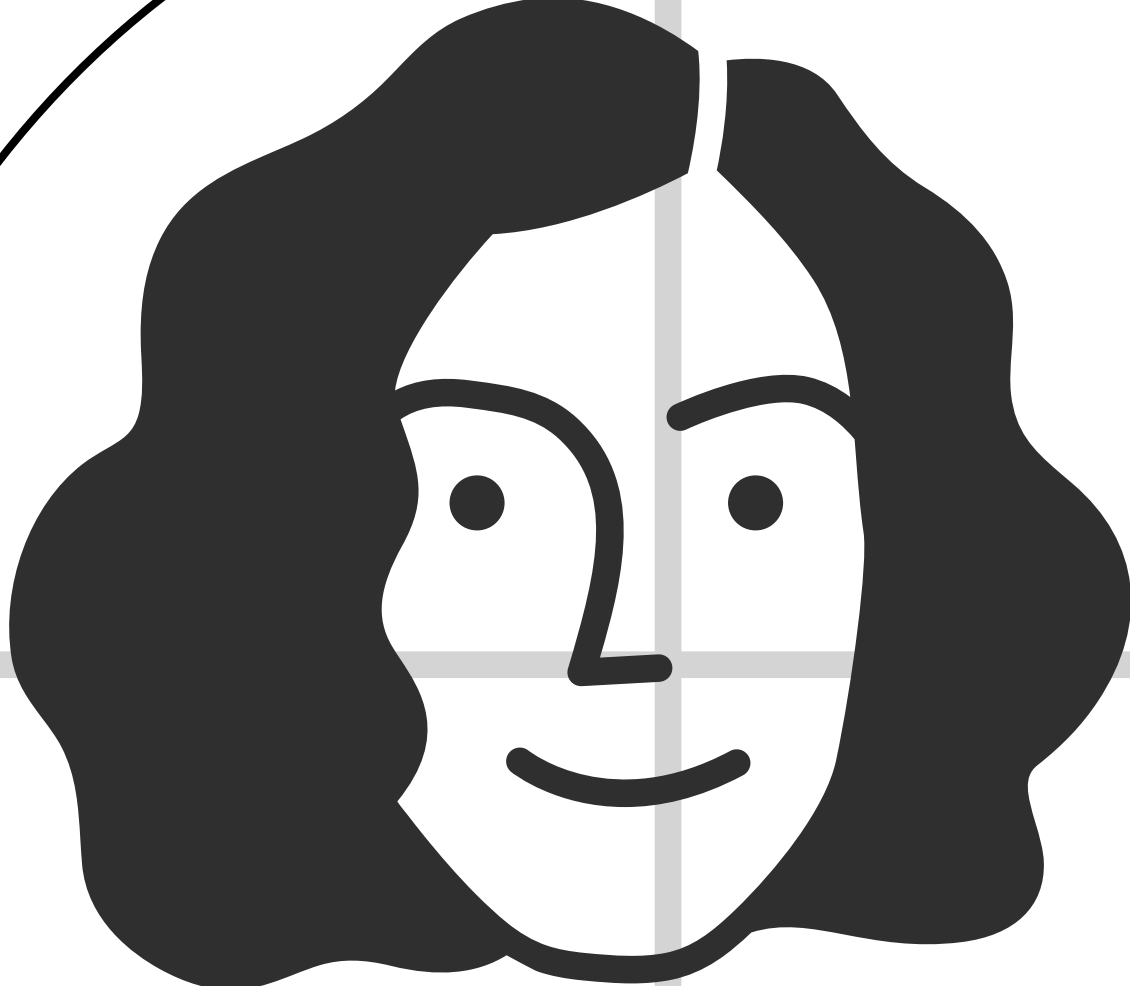
Infographics  
for small  
businesses.

Infographics  
for consulting  
and  
freelaning.

Infographic  
for  
education.

Creat their  
brand style  
guide.

Send  
geative  
newsletters.



Team 6

Infographics

K. Tharanika  
M. Sabitha  
M. Sakthi priya  
M. Devaki

Pick an  
infographic.

Infographics  
for  
nonprofits.

Include  
notes for  
tha  
designer.

Infographics  
for  
government.

Show case  
successes in  
an  
impactreport  
or case study.

Highlight  
results in an  
annual  
report.



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?