



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?



Log in to Canva.
Sign in to your Canva account or create one if you don't have an account already.

Start a New Project.
Click on the "Create a design" button and select a custom dimension for your infographic (e.g., 800px x 1200px).

Choose a Background.*
Select a background color or image that suits your infographic's theme. You can do this by clicking on the "Background" tab on the left sidebar.

Add four text boxes to your canvas, labeling them as "Says," "Does," "Thinks," and "Feels."

Populate each section with relevant text content.

Search for icons or graphics that represent the content in each section. Drag and drop them onto your canvas.

Customize the text by adjusting font styles, sizes, and colors to enhance readability.

Consider adding background shapes or color blocks behind the text and icons to make each section stand out.

Once you're satisfied with your infographic, click the "Download" button to save it in your preferred format (e.g., PNG or PDF).

Use lines or arrows from the "Elements" tab to visually connect the sections, illustrating the flow from "Says" to "Does," and so on.

Incorporate additional images, charts, or graphs to support your content if needed.

Take a moment to review the infographic's layout, clarity, and overall design. Make any necessary adjustments.



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?