



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?

"I need to create an engaging infographic.

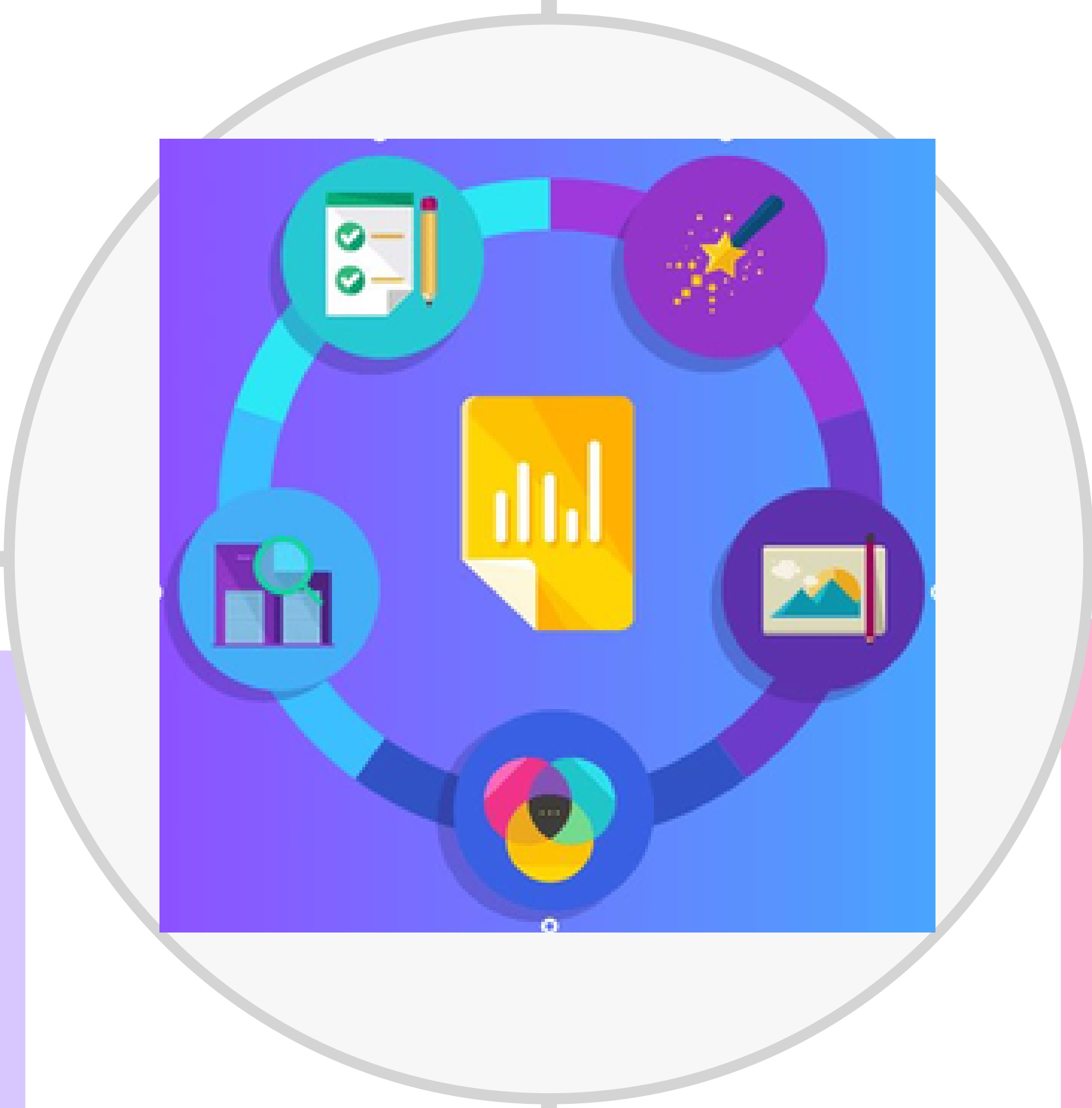
"I want to communicate information visually."

How can I make the content visually appealing

What data and information should I include

I want the infographic to be easy to understand.

I wonder if Canva has suitable templates for infographics



Search for relevant data and statistics to include in the infographic

Explore Canva's template library for infographic designs.

Excited about creating something visually appealing.

Concerned about effectively conveying the information.

Create sections or segments for different pieces of information

Eager to learn and improve design skills.



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?

[See an example](#)