Do a user analysis of the public looking at your infography. Describe the company goals for the infography.

Decide the graphic design and encoding of the data taking into account data and users. Describe decisions taken and justify them based on perception properties and principles. Describe your sources and tools used.

**User Analysis and Company Goals:**

**Users:**

The target group of this infography are the followers of our social networks that are already customers or not yet customers but as followers of our social networks they are potential customers (or customers of similar products).

As our products are mainly focused on products to use for outdoor activities and sports we assume that our public share common hobbies/activities in their free time.

For this task our users have the following characteristics:

Age: 20 – 50 years old

Level of studies: Wide range of studies, we focus on

Nationality: On countries where there is this type of hobbies, i.e. mostly countries with a “occidental” culture.

The infographic is to be shared in our social networks (maybe instagram and/or facebook group) so the users are supposed to have knowledge on this social nets and

**Company Goals:**

In order to decide the company goals for the infography, we have assumed that the current year is 2007 (last year of the data) and that it has been a good year overall. For this reason we want to share this good results to the public in a form of an infography.

The infography has been designed as a high level view of the company and a summary of this good results to share with our followers (this means that it doesn’t need to be as informative/accurate as with the dashboard for the account managers).

The high level view of the company is just informative just to inform or remind the followers that the company may sell products on other fields that the users don’t know (for example a user who plays golf but don’t know that the company also sell camping related products she or he may be interested in).

We also represent in a friendly way the average profile of our users so that we can get some engagement with the community of our followers.

**Graphic Design of the Infographic:**

The infography designed doesn’t follow at all the standard designs discussed on class (timeline, comparison ….) though it has some elements from them.

Typography:

**Let’s see each of the sections of the infography:**

**Data Used to support the infograpy:**

In this infography there are information that we have make up (such as some information about the company and/or users) and some information that come from the data itself. For this second type we have used :

* The five types of Product Lines.
* The seven types of Retailers.
* For each Product Line we have used the Product that has generated the higher gross revenue to define the “favourite products of the Users”.
* We have used the revenue group by Country in order to design the world map with persons on it (the number of yellow persons on a country is proportional to the gross revenue generated by the country, with five persons the maximum and 1 person the minimum)

**Used tools :**

For the infographic template we have used

For some of the figures we have used vectors of