



## Says

What have we heard them say?  
What can we imagine them saying?

PROCESS  
YOUR DATA

CHEAK  
YOUR  
SOURCES

CREATE A  
WIREFRAME



## Thinks

What are their wants, needs, hopes, and dreams?  
What other thoughts might influence their behavior?

FORMAT  
WITH  
PURPOSE

HAVE A  
STORY

SET THE  
TONE



## Designinginfographic

TEAM 5

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## Does

What behavior have we observed?  
What can we imagine them doing?

THINK  
OUTSIDE  
OF A TYPE

BUILD THE  
INFOGRAPHIC

STILL  
CONSIDER  
YOUR TYPE



## Feels

What are their fears, frustrations, and anxieties?  
What other feelings might influence their behavior?

ONE THE  
EASY  
UNDERSTAND

MAKE  
REVISION

TEST  
ALONG THE  
AWAY

[See an example](#)