



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?



What file formats will the financial infographic be delivered in/

Do you offer revisions, and if so, how many revisions are included in the project/

What is the estimated turnaround time for creating the infographic

Visual Hierarchy; Arrange elements to guide the viewer's eye naturally

Simplicity and clarity; keep and design clean and uncluttered for easy comprehension

Audience-centric Design; Understand your target audience's interests and preferences. Tailor your infographic content and style to resonate with them

Imagined Actions; Advocacy, Applying Knowledge, Seeking More content

Observed Behavior; Engagement, sharing information, Retention

Feedback and Discussion; Audience may engage in discussion for provide feedback on the infographic

Relevance and Empathy; Ensure the infographic addresses the audience's concerns and needs, evoking empathy

Trust and Credibility; Build trust through accurate data, transparent sourcing and credible design

Surprise and Curiosity; Spark curiosity and delight through unexpected insights or creative elements



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](#)