

Says

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



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

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

What file formats will the financial infographic be geliverd in/

What is the estimated turnaround time for creating the infographic

Simplicity and clarityl; keep and design clean and unciluttered for easy comprehension

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

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

designing A Infographic Using Canva

Imagined Actions; Advocacy,Applying Knowledge,Seeking Moeecontent

Observed
Behavior;Engagement,sbaring
information Retention

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

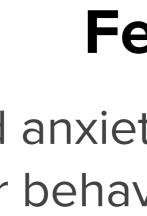
Feedback and Discussion; Audience may engarage in dicussion for provide feedback on the infographiv

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

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

Feels

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



Does

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

