



Says

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

What is the estimated turnaround time for creating the infographic?

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

What file formats will the final infographic be delivered in?



Thinks

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

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

**Simplicity and Clarity:**  
Keep the design clean and uncluttered for easy comprehension

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

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

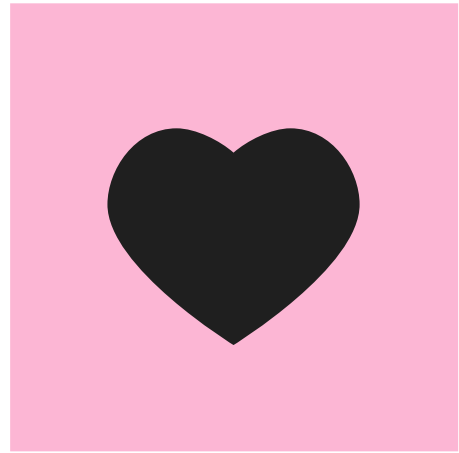
**Trust and Credibility:**  
Build trust through accurate data, transparent sourcing, and credible design

**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?

