



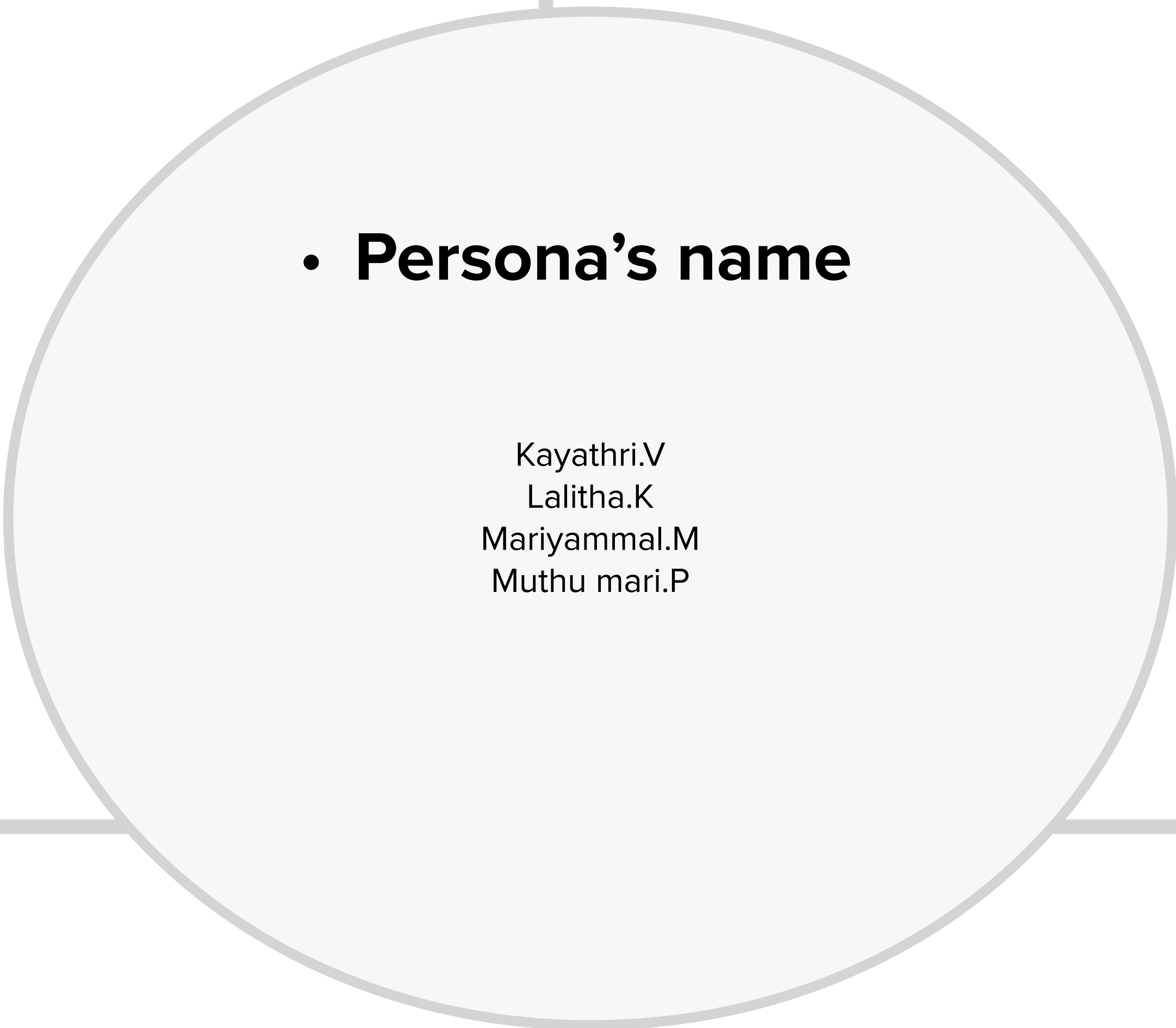
Says

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?



Common formats include vertical or horizontal orientations, and standard paper sizes (e.g., letter or A4) work well for print.

Adobe Illustrator, Canva, or even PowerPoint can work for creating infographics.

Decide on the layout and size of your infographic.

Select a graphic design software that you’re comfortable with.

Know your target audience.

Determine the primary purpose of your infographic

Craft a clear and concise narrative that flows logically from start to finish.

Infographics should tell a story or convey a message

Consider accessibility

Review for clarity

Proofread and edit

Get feedback

Infographics are a great way to visually convey information and make complex data more understandable.

Determine the primary purpose of your infographic

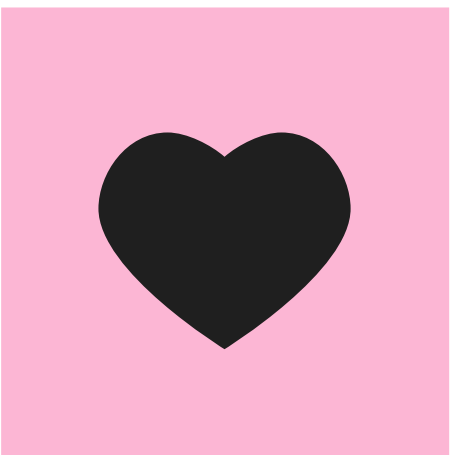
It's important to consider your target audience, choose a clear and engaging design, and use visuals to enhance the message you want to communicate.

Designing infographics can be a creative and effective way to convey information visually.



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?