



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?

Data visualizations like pie charts and bar graphs.

Highlight the key point to the topic.

Use visual storytelling to make data easier to understand.

Simple and different.

Create professional.

Understand overview of a topic.



Designing a infographic using canva

Nithya  
Premalatha  
Pitchumani  
Ranjani

Infographic should have a middle in main content.

Images, event flyers, resumes, cards, etc.

An innovative way of displaying content that can attract the attention of your targeted audiences.

Very simple way.

Grow memory.

Very helpful.



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?