



**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?

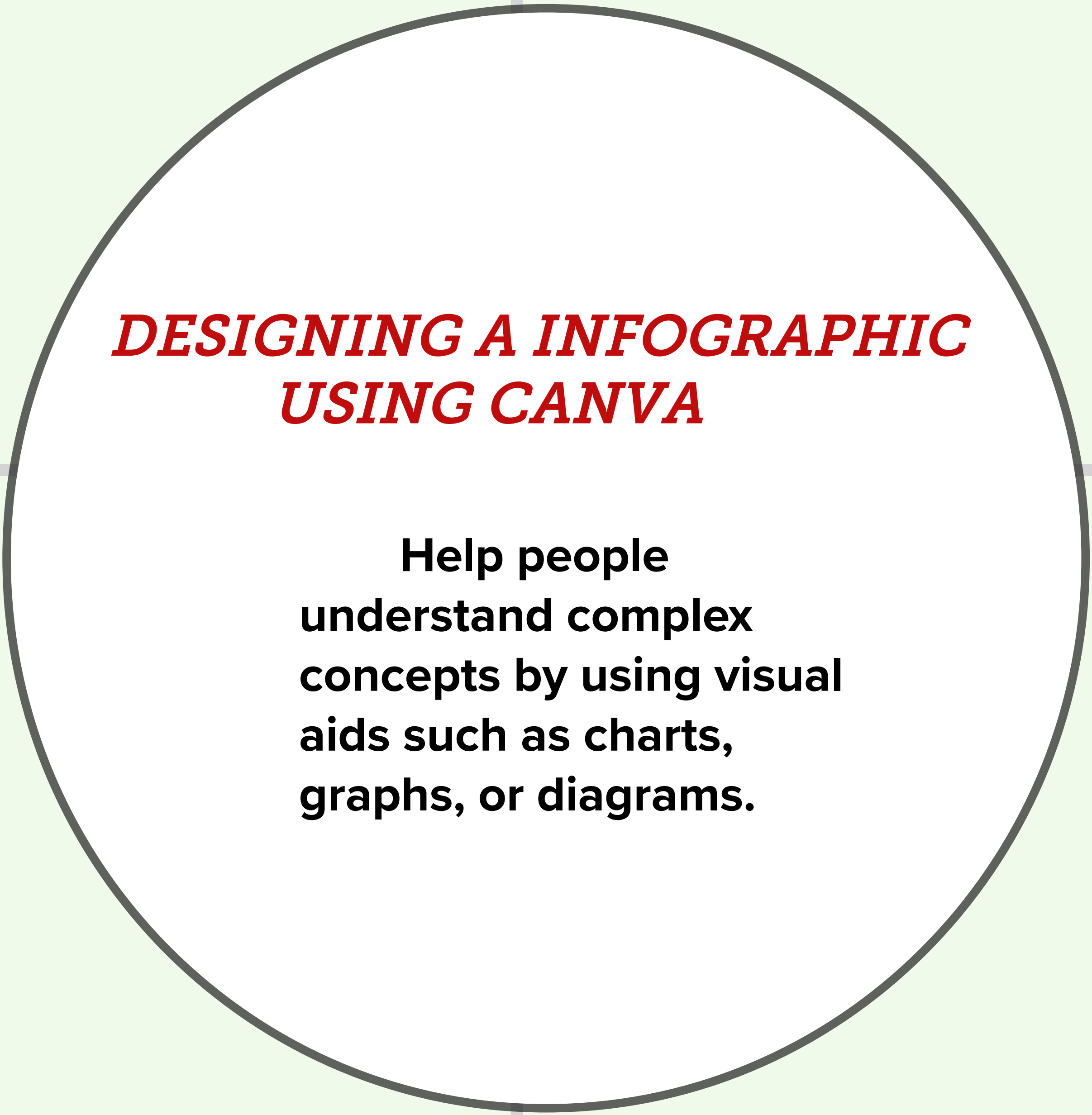
**Present  
complex data  
in an easy to  
understand  
way.**

**Business  
professionals  
like you  
connecting to  
share advise**

**Visualy  
attractive**

**Keep the  
reader  
intrested**

**Easy to  
ramember**



**Time  
consuming**

**Not Very  
SEO friendly**

**Easy to  
over  
Budget**

**Hard to  
Express  
Clearly**

**Choose the  
right design  
template**

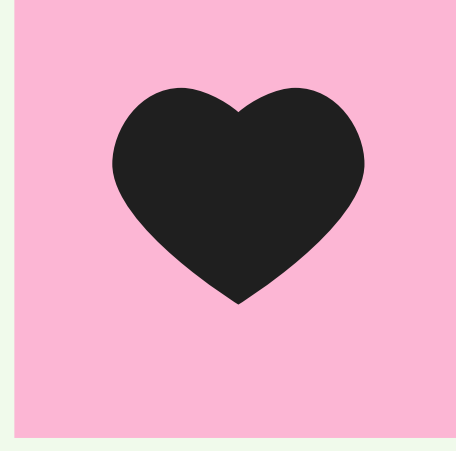
**Collect data  
for your  
infographic**

**visualize the  
data**

**Outline the  
goals of your  
infographic**



**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](#)