



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



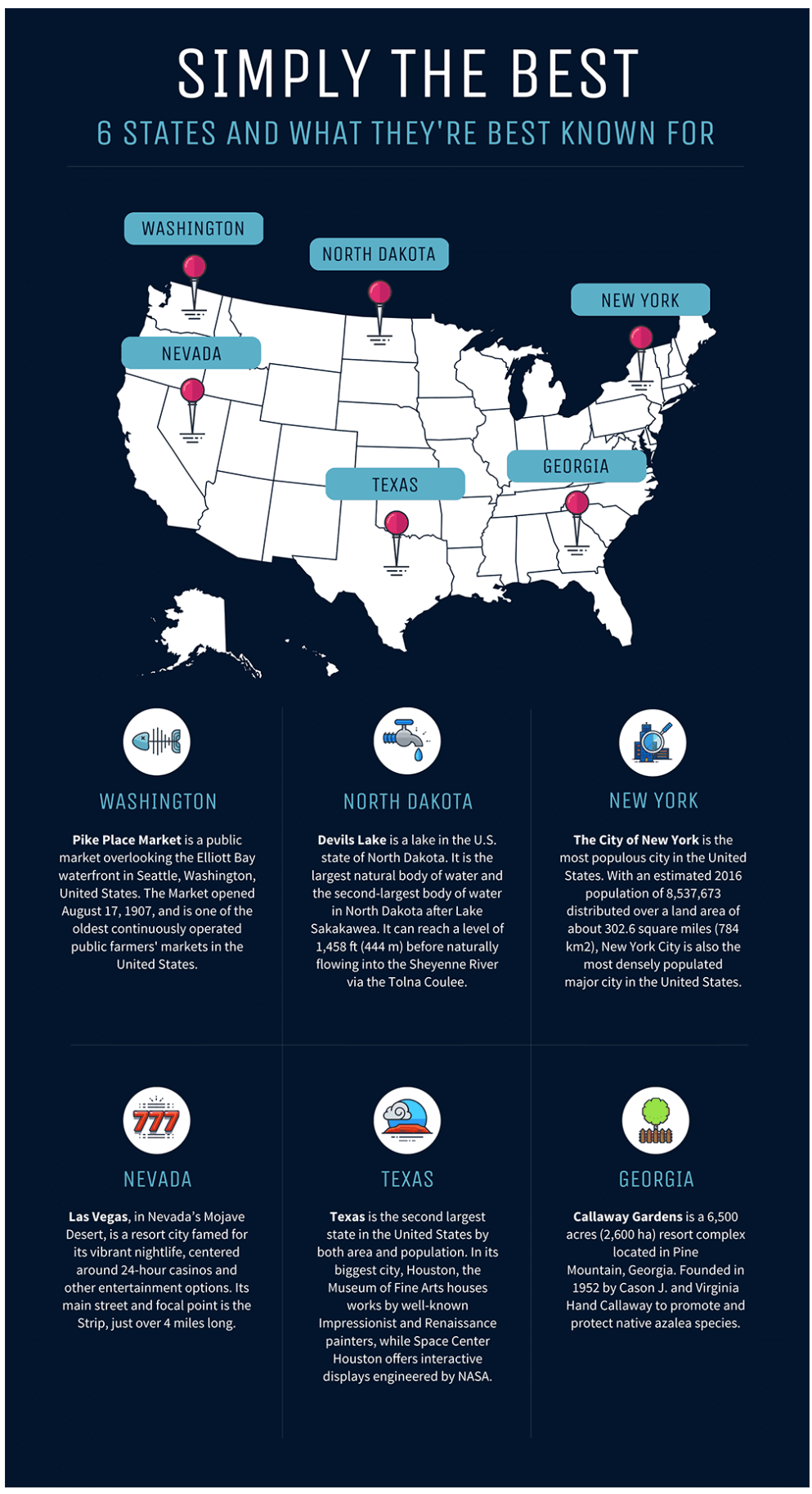
**Thinks**  
What are their wants, needs, hopes, and dreams?  
What other thoughts might influence their behavior?

a collection  
of imagery



graphic visual  
representations  
of information,

Open up Canva  
and search for  
"Infographics"  
to start your  
design.



Open  
Canva.

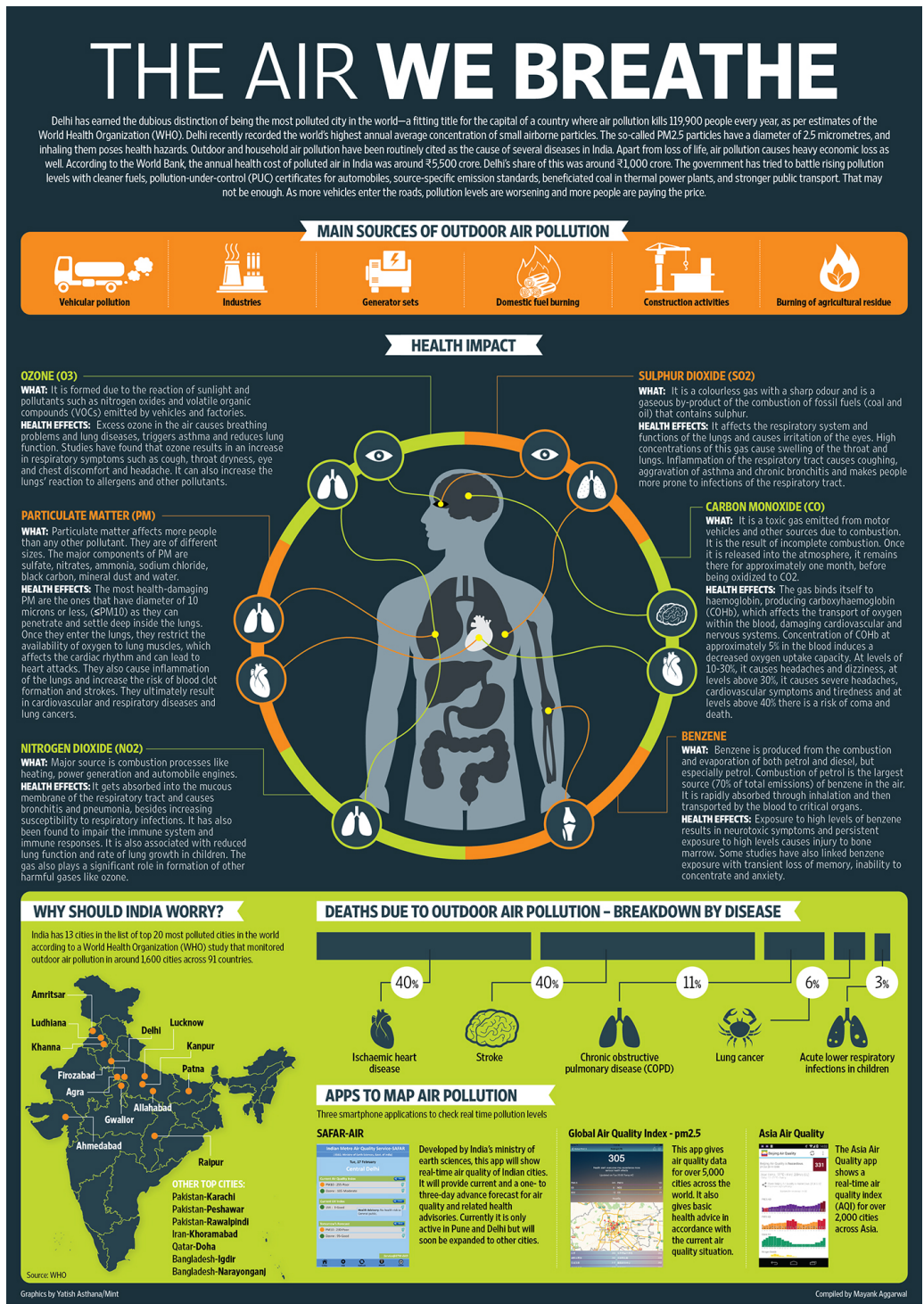
information  
architecture

knowledge  
intended to  
present  
information  
quickly and  
clearly.

Perfect your  
design with  
elements.

Open up Canva  
and search for  
"Infographics"  
to start your  
design.

documents,



infographics

Infographics  
Can Improve  
Decision-  
Making.

Enhances  
Content  
Shareability.  
...

graphics

With Canva  
you can  
create  
posters,

They  
Increase Your  
Content's  
Exposure. ...



They  
Complement  
Your  
Branding  
Strategy.



**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?