



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



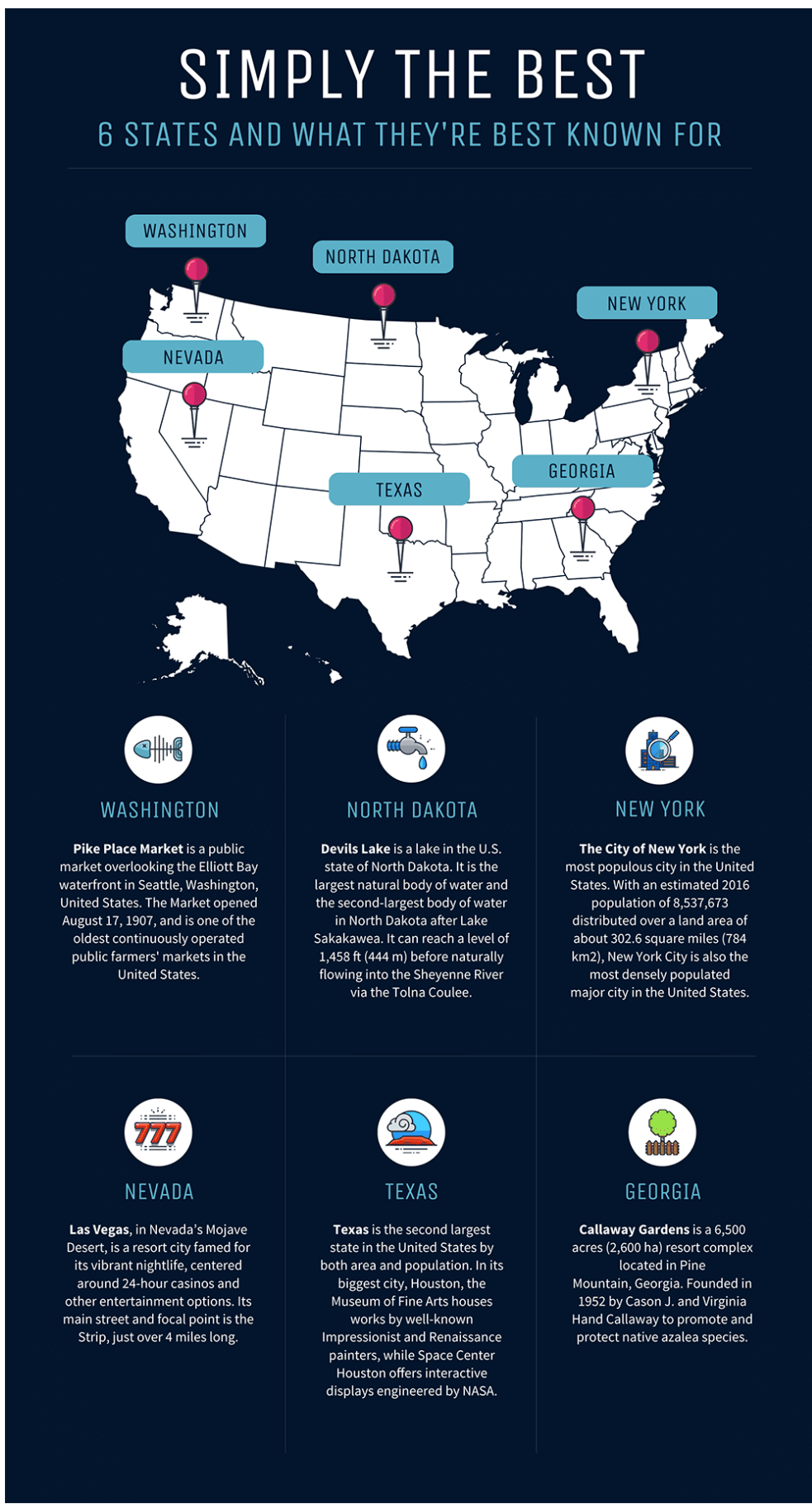
Thinks
What are their wants, needs, hopes, and dreams?
What other thoughts might influence their behavior?

a collection
of imagery



graphic visual
representations
of information,

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



Open
Canva.

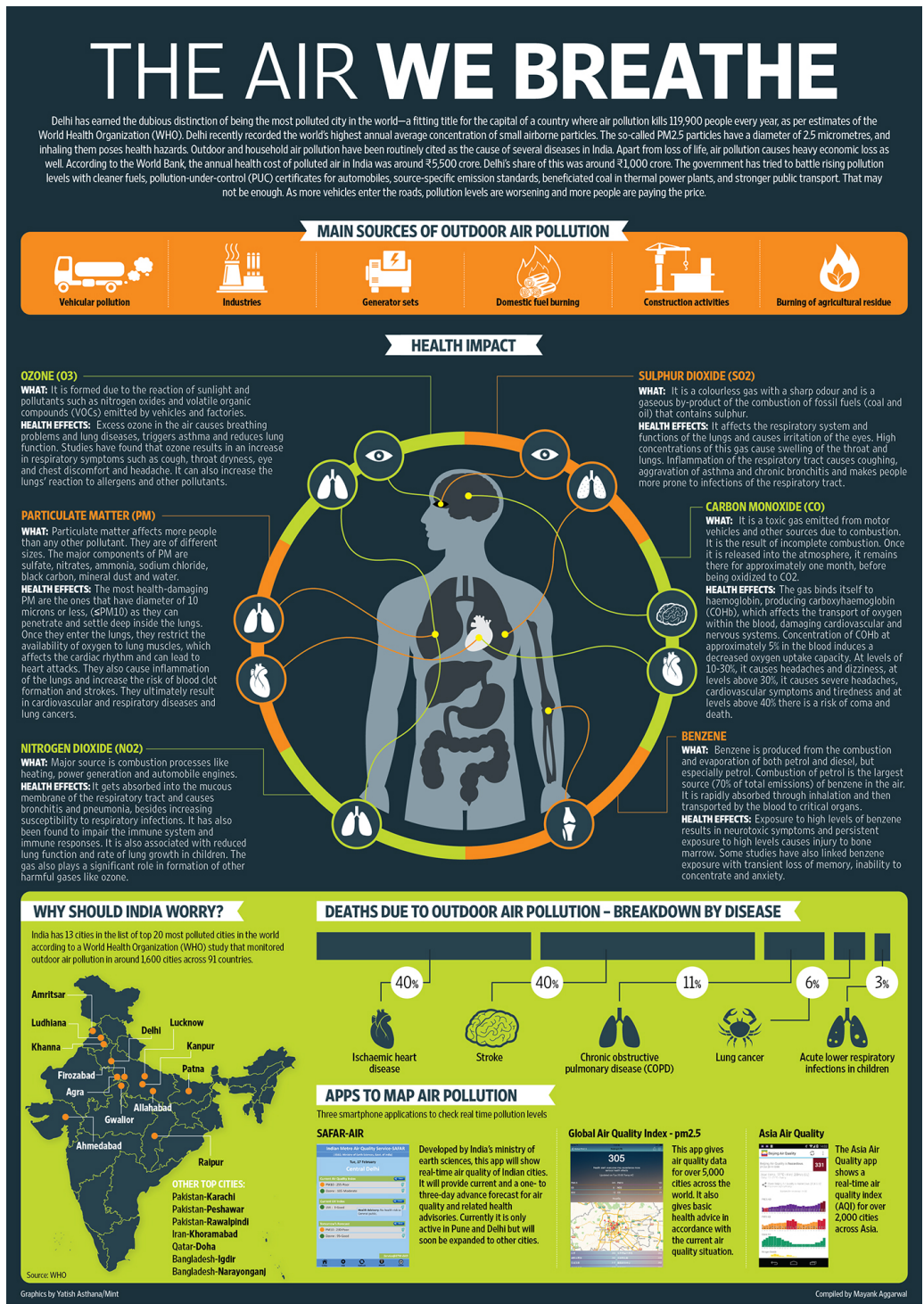
information
architecture

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.

graphics

With Canva
you can
create
posters,

They
Increase Your
Content's
Exposure. ...

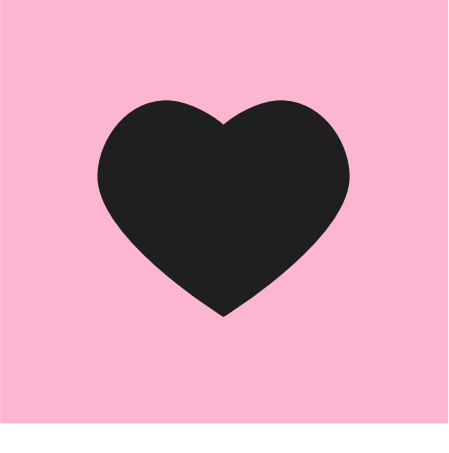


Enhances
Content
Shareability.
...

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?