



Says

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

An infographic is a collection of imagery, data visualizations like pie charts and bar graphs, and minimal text that gives an easy-to-understand overview of a topic

an infographic is a graphic is a graphical representation of concepts, or of patterns in data or information

infographics use striking, engaging visuals to communicate information quickly and clearly.



Thinks

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

visual:color coding, graphics.reference icons

Content: time frames, statistics.references.

Knowledge:facts.deductions.



Infographics can help people understand complex concepts by using visual aids such as chars graphs or diagrams

They can use both images and text in a visual format to explain concepts.

They're often used for marketing purposes but they can be useful when writing articles or sharing research too.

Text overload.

Inaccurate charts.

Incoherent narrative



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?