



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?



Feels

What are their fears, frustrations, and anxieties?  
What other feelings might influence their behavior?



Does

What behavior have we observed?  
What can we imagine them doing?

 [See an example](#)



What is the estimated turnaround time for creating the infographic?

What file formats will the financial infographic be delivered in?

Do you offer revisions, and if so, how many revisions are include in the project?

**Audience-centric Design:**  
Understand your target audience's interests and preferences. Tailor your infographic content and style to resonate with them.

**Visual Hierarchy:**  
Arrange elements to guide the viewer's eye naturally.

**Simplicity and Clarity:**  
Keep and design clean and uncluttered for easy comprehension.

**Observed Behavior:**  
Engagement, sharing, information Retention.

**Imagined Actions:**  
Advocacy, Applying Knowledge, Seeking More content.

**Feedback and Discussion:**  
Audiences may engage in discussion for provide feedback on the infographic.

**Trust and Credibility:**  
Build trust through accurate data, transparent sourcing and credible design

**Revelance and Empathy:**  
Ensure the infographic addressess the audience's concerns and needs,evoking empathy.

**Surprise and Curiosity:**  
Spark curiosity and delight through unexpected insights or creative elements.