



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?

An Info graphic is a collection of imagery, data visualizations

to know how to bring together lines, color, shape, space, texture, typography, scale, dominance and emphasis, and harmony

like a pie charts and bar graphs, and minimal text that gives an easy - to-understand overview of a topic

Infographics are a valuable tool for visual communication

Alignment, repetition, contrast, hierarchy and balance

Throughout their work, they will strategically use different elements to convey intended messages. Graphic Designers need to know how to bring together lines,



Persona's name  
Short summary of the persona

More and more businesses are using infographics to communicate internally about plans and processes,

to reach and educate audiences and to enhance brand awareness and reputation

delivers data and analysis in a way that helps your audience digest and understand information easily in a visually pleasing format

physical factors - age, health, illness, pain, influence of a substance or medication

personal and emotional factors - personality, beliefs, expectations, emotions, mental health

life experiences - family, culture, friends, life events.



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