

## Says

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

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



**Thinks** 

infographic is a a representation of information graphic format in.

It well designed they tell 4 good Story and ata they are geasy to understand.

collection of imagery data, visulization like piecharts, bargraphs.

infographics dat a into allow -Condense vast easy to amount of underst and pieces.

it's visually represent information or data.

it help people understand complex concepts



## Persona's name

Short summary of the persona

Inforgraphic Complex Can help Concepts People understand.

it uses any Career on business education, newspaper, medical, technology etc.

It work use visual elements and text to highlight key information ideas u8 of data visualization a form

Dit help you tell your story visually.

It feels the color palatta, fonts places of the logo, images, icons, graphs, chi tone of voice.

Encourage
your
auclience to
fool come to
your message



## 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?

