



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?



Persona's name

Short summary of the persona

They might express a desire for clear and concise information.

They could be considering the target audience and what kind of visual elements would engage them.

Users might be thinking about the key message they want to convey through the infographic.

They might be contemplating how to make complex data or concepts easy to understand.

Some users could request a design that matches their brand colors and style.

Users might say they want an informative and visually appealing infographic.

They could also feel a bit overwhelmed if they're not experienced with design.

As they progress, they might feel satisfied when the design comes together, or frustrated if they encounter challenges.

Users might feel excited about creating an impactful infographic.

They will add text, images, icons, and charts to communicate their message effectively.

They will likely start by selecting a template or designing from scratch.

Users will be using Canva to create the infographic



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?