



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

- Infographics can help people understand complex concepts by using visual aids such as charts, graphs, or diagrams
- Infographic can use both images and text in a visual format to explain concepts.
- A Canva offers a users-friendly interface, wide variety of design templates, and the ability to create professional-looking graphics quickly and easily.

Provide a quick overview of a topic

Compare and contrast multiple options

Infographics are excellent ways to communicate.

In education or in any other field use infographic to get better understand.

By combining great copy, they stimulate powerful learning centers in the brain, helping connect ideas much quicker than images or text alone.

Social Trends, culture trends can be a powerful source to tap into the infographic inspiration.

First they can be expensive to create if you hire a professional designer.

In infographic is to small the text may be unreadable.

In infographic the font style of the picture may be unclear.



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?