



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?

Visuals and
colours

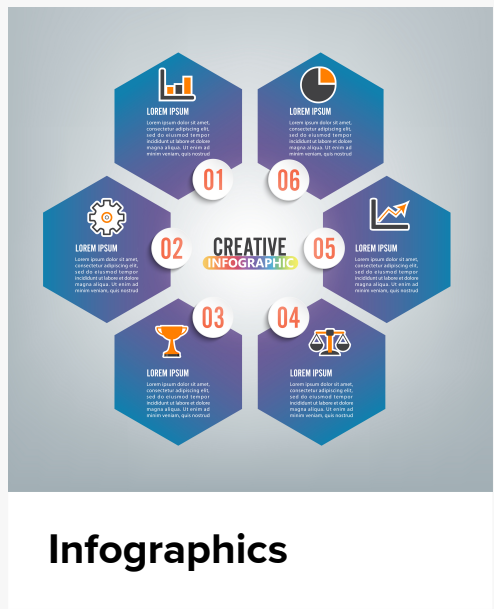
Creative ideas

Layout and
hierarchy

Format and
size

Communicate
data

Engage
audience



Infographics

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Designing A Infographic
Using Canva

A visual representation of
information or data

Define your
purpose

Gather and
organize your
data

Statistical

Know your
audience

Comparison

Color
scheme



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