



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?

1 . we provide innovative solutions for the infographic".

1 .can they really deliver on their promies

2 . an infographic is a collection imagry datacharts and graphs

2 . we listen to your needs andmy team ideas



EMPATHY MURAL

Designing a infographic using canva.

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2 . but it s crucial to remeber that the visulasin an inographic must do more that excite and engage

2 . consultants use timeline inforgraphic s to visualize project time lines andto simlicy new or indurty speic topics to their cliends

1 . bussinesscan use infographic to visuakize lists for brtter learning retention like this colourful infographic exam below

1 . they musthelp us understand and remebar that the about empolye resination announments



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?