



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?

I WAS
EXPECTING
SOMETHING
DIFERENT

I WANT
SOMETHING
AWESOME

GIVE A CLEAR
INFOGRAPHIC

WHAT SIXE
IS THE
BEST

WHAT ELSE
AM I
MISSING

MAYBE THIS
GRAPHIC
ISN'T THE
BEST



Persona’s name

Short summary of
the persona

CONVEY COMPLEX
INFORMATION IN A
SIMPLE FORMAT
THROUGH
INFOGRAPHIC
DESIGN

MORE
INFOGRAPHIC
DESIGNS ARE
PROVIDED

UNDERSTAND
THE
GRAPHICS

GRAPHICS
ARE VISUALLY
APPEALING
TO THE
AUDIENCE

OVERWHELMED
BY THE
INFOGRAPHIC
IDEAS

FEELS
INADEQUATE



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?