

INFOGRAPHIC



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?

Have
potential to
inform and
educate

Statistics

critical
thinking

Quality
of design

Easy to
understand

Quality



M.Sujitha III B.A English

Visual
representation

Hierarchy

Creativity

It captures
the
reader's

clarity

Engagement



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](#)