



**Says**

What have we heard them say?  
What can we imagine them saying?

Process  
your data.

Know what  
you want your  
infographic to  
communicate.

Edit  
Infographic  
Elements.



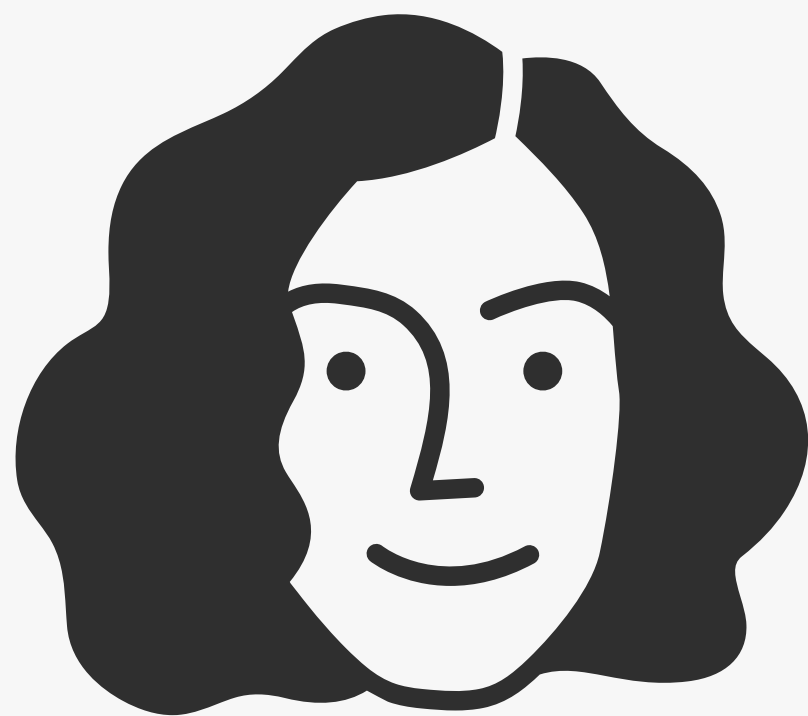
**Thinks**

What are their wants, needs, hopes, and dreams?  
What other thoughts might influence their behavior?

Write a  
good  
headline.

Choose the  
Aesthetic.

Pick the  
right charts.



**Persona's name**

Short summary of  
the persona

Keep it  
simple.

Focus on  
Important  
data.

Write a  
social media  
specific  
release.

Create a  
social media  
sharing plan.

Go over  
finishing  
touches and  
final details.

Save,export  
and share  
your  
infographics.



**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](#)