

## 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?



Open Canva and select the "Business Card" design type

Fix your images, add stunning filters and edit text

Choose from hundreds of professionally designed layouts

Upload your own photos or choose from over 1 million stock images



They are shared during formal introductions as a convenience and a memory aid.



## Persona's name

Short summary of the persona



business card
typically includes
the giver's name,
company or
business affiliation
and contact
information such as

street addresses, telephone number(s), fax number, e-mail addresses and website.

Traditionally,
many cards were
simple black text
on white stock,
and the
distinctive





## Does

What behavior have we observed? What can we imagine them doing?

Before the advent

of electronic

communication,

business cards

also included telex

details.





What are their fears, frustrations, and anxieties? What other feelings might influence their behavior?

