



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?

High quality
Prints

Easy to
create



Eco_Conscious

Customize

Fast and
Free

standard
shipping

Customer
happiness

Guarantee



A. Abinaya
Designing
Professional
Business Cards

Contact
information

Grateful for
you

Get
whatever
you want

Yay for you

Effective

For Industry

Memorable
Branding

Personality



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](#)