



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?



Feels

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



Does

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



A.ANUSIYA  
Designing  
professional  
business cards

The designing  
should be  
professional  
and eye-  
catching

Encourages  
people to contact  
you ,visit your  
business and  
learn more about  
you

An artist  
illustrator graphic  
designer who  
brings greeting  
cards to life

Marketing your  
business and  
getting your key  
contact information  
into your client's  
hands

An essential part  
of your branding  
and should act as  
a visual extension  
of your brand  
design

Simple, easy to  
read and clear-  
cut and logos  
and color  
schemes

Your business card  
design is an  
essential part of  
your branding and  
should act as a  
visual extension of  
your brand design

Your name,  
the company  
name and  
contact  
information

Trigger snap  
judgment.A  
texture may be  
rough, Smooth,  
hard, glossy,  
sandy, etc.

Business cards  
show you're a  
professional and  
serious about  
your business

Emphasizes the  
importance of  
human emotions  
at the center of  
the creative  
process

It tells someone  
what you do  
AND how they  
can get in touch  
with you