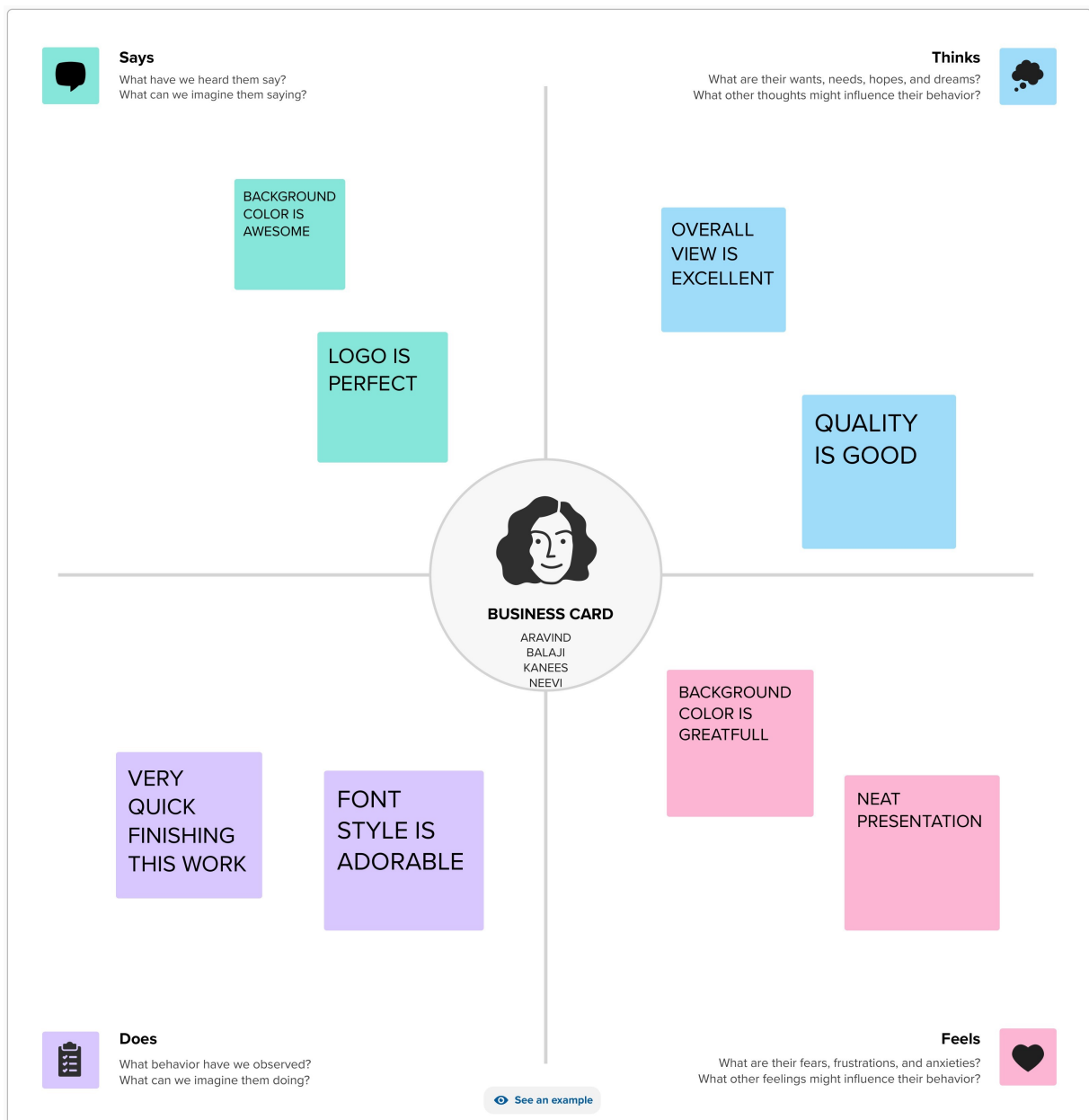# Introduction

It's a Business Card for shop, Business, any work

Its Created to use any Business

Problem Defining

Empathy Map

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?

BACKGROUND COLOR IS AWESOME

OVERALL VIEW IS EXCELLENT

LOGO IS PERFECT

QUALITY IS GOOD

BUSINESS CARD
ARAVIND
BALAJI
KANEES
NEEVI

BACKGROUND COLOR IS GREATFULL

VERY QUICK FINISHING THIS WORK

FONT STYLE IS ADORABLE

NEAT PRESENTATION

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

Brainstorm
& idea prioritization

Use this template in your own brainstorming sessions so your team can unleash their imagination and start shaping concepts even if you're not sitting in the same room.

- **10 minutes** to prepare
- **1 hour** to collaborate
- **2-8 people** recommended

Before you collaborate

A little bit of preparation goes a long way with this session. Here's what you need to do to get going.

10 minutes

A **Team gathering**
Define who should participate in the session and send an invite. Share relevant information or pre-work ahead.

B **Set the goal**
Think about the problem you'll be focusing on solving in the brainstorming session.

C **Learn how to use the facilitation tools**
Use the Facilitation Superpowers to run a happy and productive session.

Open article   →

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1 Define your problem statement

What problem are you trying to solve? Frame your problem as a How Might We statement. This will be the focus of your brainstorm.

5 minutes

PROBLEM
How might we give
BUSINESS CARD

Key rules of brainstorming
To run a smooth and productive session.

- Stay in topic.
- Encourage wild ideas.
- Defer judgment.
- Listen to others.
- Go for volume.
- If possible, be visual.

2

Brainstorm

Write down any ideas that come to mind that address your problem statement.

⏱ 10 minutes

Aravind

| background color - golden | logo - camera | font color - red |

Balaji

| background color - yellow | logo - video | font color - black |

Kanees

| background color - white | logo - flower | font color - brown |

Neevi

| background color - brown | logo - attractive design | font color - golden |

3

Group ideas

Take turns sharing your ideas while clustering similar or related notes as you go. Once all sticky notes have been grouped, give each cluster a sentence-like label. If a cluster is bigger than six sticky notes, try and see if you and break it up into smaller sub-groups.

⏱ 20 minutes

background color - golden

font color - black

background color - yellow

logo - video

font color - brown

logo - attractive design

logo - camera

Prioritize

Your team should all be on the same page about what's important moving forward. Place your ideas on this grid to determine which ideas are important and which are feasible.

⏱ 20 minutes

TIP

Participants can use their cursors to point at where sticky notes should go on the grid. The facilitator can confirm the spot by using the laser pointer holding the **H key** on the keyboard.

Importance

If each of these tasks could get done without any difficulty or cost, which would have the most positive impact?

Feasibility

Regardless of their importance, which tasks are more feasible than others? (Cost, time, effort, complexity, etc.)

background color - golden

logo - attractive design

font color - black

font color - brown

background color - yellow

logo - camera

After you collaborate

You can export the mural as an image or pdf to share with members of your company who might find it helpful.

Quick add-ons

Share the mural
Share a view link to the mural with stakeholders to keep them in the loop about the outcomes of the session.

Export the mural
Export a copy of the mural as a PNG or PDF to attach to emails, include in slides, or save in your drive.

Keep moving forward

Strategy blueprint
Define the components of a new idea or strategy.
Open the template →

Customer experience journey map
Understand customer needs, motivations, and obstacles for an experience.
Open the template →

Strengths, weaknesses, opportunities & threats
Identify strengths, weaknesses, opportunities, and threats (SWOT) to develop a plan.
Open the template →

Share template feedback

Result

The output of the efforts were beautiful and eye catching. The letters were contrastive to the background as expected.

Advantages and disadvantages:
        The card would catch the eyes of the youngsters, card lovers.
Elderly people may like such content.

Applications:
        This card can be Print for business to get more likes and views.

Future scope:
        Using this card we can message directly via email in order to get more opportunities like
this and also we can get payments for the respective cover which we've created.

Appendix :
https://www.canva.com/design/DAFsjRMoyeY/oe0A1Ypc5kDm8SPoTNOD0w/view?utm_content=DAFsj
RMoyeY&utm_campaign=designshare&utm_medium=link&utm_source=publishsharelink