



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?

See an example

Team 15

15. Designing Professional Business Cards

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1. Business Card Maker is an easy-to-use online tool for creating professional-looking cards and offers pre-made color schemes

2. Contact Information. Perhaps the most important aspect of any business card is all of the necessary contact information a potential client needs in order to get in touch with you. ...

3. They represent another outward extension of your brand, a powerful device to connect with customers and a handy tool to legitimize your business

1. Find a template that reflects your brand's personality.

2. If there's a font you've been using on your website or other marketing materials, bring that into your business card.

3. Most business cards are rectangular, about the size of a credit card, and laid out horizontally.

1. The first rule of creating an effective business card is to target your audience and industry.

3. The purpose of a business card is to create an awareness of what you do to your prospective clients.

2. Ensure the fonts you choose are simple and easy to read. Effective choices for business card fonts include Times New Roman and Arial.

1. The fundamentals of your business card should include your name and your desired contact details

2. Craft a design that is clean, bold, and understated with the help of Adobe Express. You can up the impressive factor by printing on nice paper, such as cardstock.

3. These elements are a great place to start, and working together, they fulfill the essential purpose of your business card.