



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?



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?

BUSINESS
CARD
PEARING
BUSINESS

THINK
MORE
DESIGN

COMPANY
LOGO

COMPANY
NAME

PROJECT
FOR YOUR
OWNBRAND

WRITERS
AND DOES
SAY ABOUT
THEM

DESIGNING PROFESSIONAL BUSINESS CARDS

TEAM I

AATHILAKSHMI
ABINAYA
ABISHEKA
ACHUTHA

Mind map

NAME AND
JOB TITLE

BUSINESS
NAME

POTENTIAL
CUSTOMER

SOCIAL
MEDIA
HANDLES

VELVET
OR SUEDE
AND
SMOOTH

A SMALL
CARD
IDENTIFY A
PERSON IN
CONNECTIN

[See an example](#)