

# **Project Report**

## **1.Introduction**

### 1.1 OVERVIEW

Business cards are cards bearing business information about a company or individual. They are shared during formal introductions as a convenience and a memory aid. A business card typically includes the giver's name, company or business affiliation (usually with a logo) and contact information such as street addresses, telephone number(s), fax number, e-mail addresses and website. Before the advent of electronic communication, business cards also included telex details. Now they may include social media addresses such as Facebook, LinkedIn and Twitter. Traditionally, many cards were simple black text on white stock, and the distinctive look and feel of cards printed from an engraved plate was a desirable sign of professionalism. In the late 20th century, technological advances drove changes in style, and today a professional business card will often include one or more aspects of striking visual design.

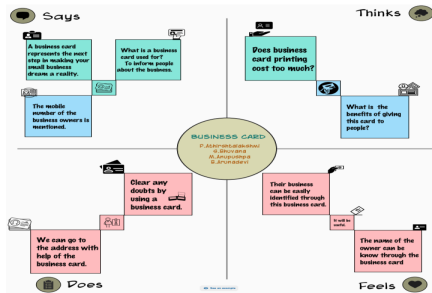
### 1.2 PURPOSE

Business cards remain unquestionably valuable even as technology swirls around us. They represent another outward extension of your brand, a powerful device to connect with customers and a handy tool to legitimize your business.

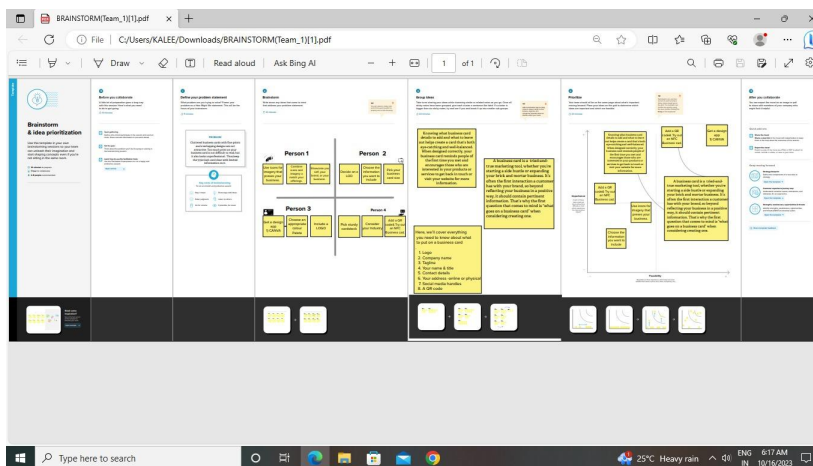
Whether you are running a new or established operation, business cards are a savvy, cost-effective and relevant marketing tool offering a range of business-boosting benefits. From easily sharing contact information to shaping potential customers' perspectives about your venture, here are nine reasons the modern business card remains relevant.

## **2.Problem Definition & Design thinking**

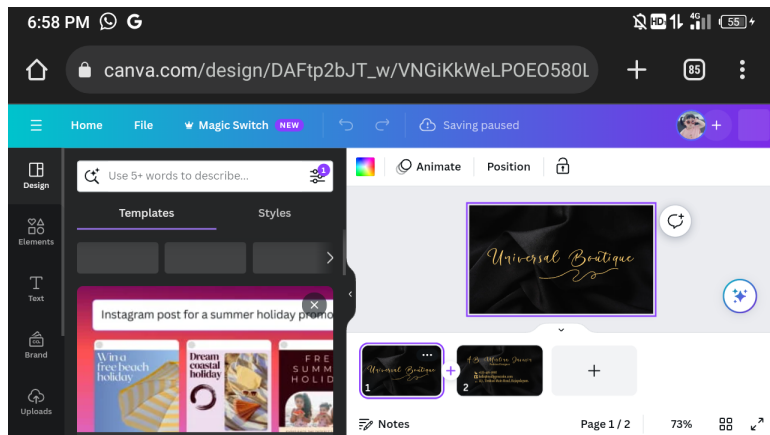
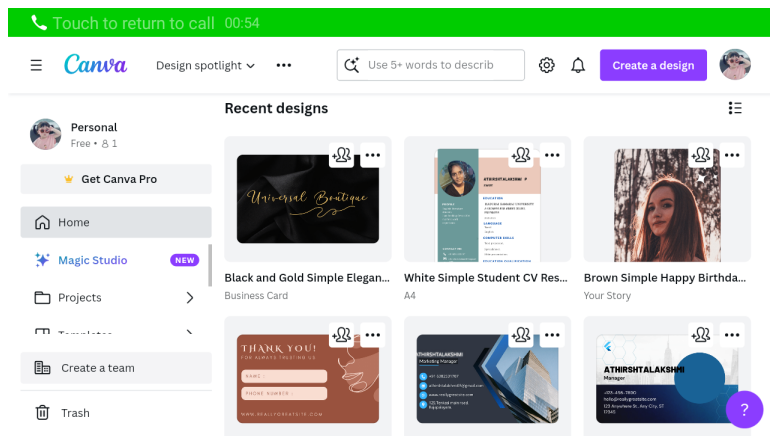
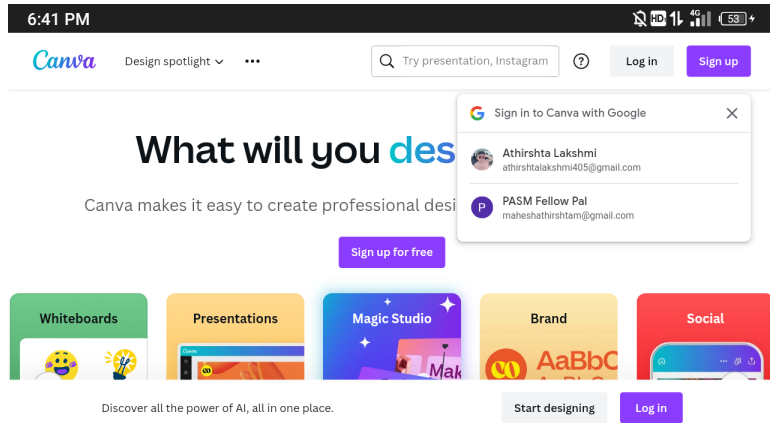
### 2.1 Empathy Map

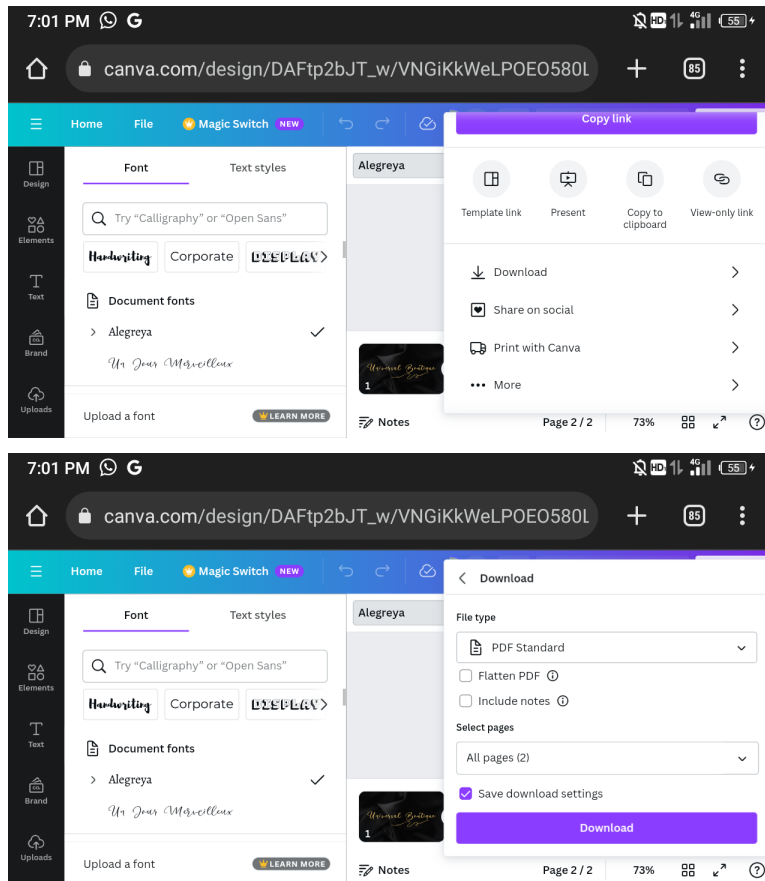


## 2.2 Brainstorm Map



## 3.Result





## 4. Advantages & Disadvantages

### Advantage

#### 1. Affordable

The first benefit of using business cards is their affordability. When compared to other advertising options such as billboards or a digital marketing campaign, business cards are an extremely cheap choice.

Despite their low price point, a business card is an excellent tool for increasing brand awareness and gaining more clients. A batch of business cards can access just as many potential clients as a billboard, and the nature of a physical card means they are more likely to leave a lasting impact.

#### 2. Perfect For Events

If your company regularly attends networking events or trade shows, then a business card strategy is going to be extremely beneficial. You don't want people to like and appreciate your work, but then forget what your brand was called when they get home.

Placing a business card stack on your table is a great way to ensure that anyone who needs your contact information can get it with ease.

### 3. Tangible

In the digitized world that we live in, a tangible object like a business card holds a lot of value. Bulk emails and SMS marketing definitely have their place, but sometimes it's nice to have a well-designed business card that you can actually pick up.

A business card serves as a physical reminder about your business and is much more likely to leave a memorable impression than something on a screen.

### 4. Easy Distribution

Another advantage of a business card is that it is very easy to distribute. You can give them out in person, leave them in coffee shops, or even display them on a public wall. Business cards allow you to spread the word about your business with ease.

In this business world, it's standard procedure to trade business cards with new contacts after you meet them. This is a fantastic way to network, especially for a small business.

### 5. People Won't Forget Your Email

There's nothing worse than finding an interesting business at an event but have no way to get in touch with them when you get home. This is also a travesty for businesses that could be missing out on a lot of new clients.

Giving out a card is the best way to ensure that no one is going to forget your key information.

### 6. Gives A Great First Impression

One thing that is often overlooked about company cards is the professionalism that they convey. Personal cards have been around for a long time, and are highly respected amongst business people – handing out a business card lets people know that you're serious.

### 7. Small And Convenient

A business card is also very convenient. Taking a card is never a burden for a potential client – they don't have to carry anything heavy around and can slip it into their wallet comfortably.

There's also something strangely satisfying and rewarding about the size of a business card.

### 8. Gives A Visual Aid To Remember Your Business

As humans, we often remember things better when we have visual aids to assist us. A business card does this perfectly, linking your contact details with attractive, eye-catching branding.

This is one of the reasons why the design of your business card is so important.

#### 9. Doesn't Expire

Unlike other advertising material, business cards don't expire. If you were to pay for online advertising, then your ads might be up for a few days before being removed. A business card can hang in a wallet or on the fridge for a very long time.

#### 10. Very Versatile

A theme that runs throughout all of these benefits is versatility. A business card is suitable for a wide variety of situations, and nearly any business could get something out of a card strategy. You also have the freedom to include any and all the information that you want on each card.

Some clever company owners have even printed QR codes on their cards that link to an introductory video on their business website.

#### 11. Proven Success Rate

Company cards have been used for decades and have always proven themselves to be valuable assets. Their success hasn't been thwarted by the digital age, and they are still one of the best tools for lead generation.

#### 12. Lets People Know What You're All About

In summary, a business card lets people know exactly what your company is all about.

A great card will accurately convey your business's values and areas of expertise, whilst at the same time including the most important information that new customers will need.

#### Disadvantages

Business cards might be susceptible to wear and tear laminating cards might help, but they are still subject to the elements. And, recipients could easily lose cards. Many people don't want to receive business cards.

## **5.Application**

Hosting key business information, such as your website, email and phone number, a business card encourage people to contact you, visit your business (online or real life) and learn

more about you. Another way to encourage customers to engage and hold on to your business card is by adding an incentive.

## ***6. Conclusion***

In the project is useful to learn about canva and improve our digital knowledge and editing skills, moreover this project is create a interest on graphic designing.