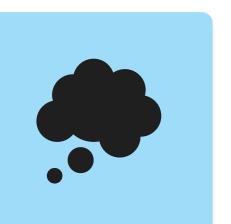


## Says

What have we heard them say? What can we imagine them saying?

What are their wants, needs, hopes, and dreams? What other thoughts might influence their behavior?



"I need a business card that represents my brand professionally."

"A welldesigned card could leave a lasting impression."

"The information on the card should be concise and clear."

"I want it to stand out from other cards in a networking event."

"I wonder if I should include social media links."

"Are highquality cards worth the investment?"

**Thinks** 



## Persona's name

Short summary of the persona

"Keeps a stack of cards ready for networking events."

"Often exchanges cards during meetings or conferences."

"Excited about the opportunity to network and grow my business."

"Takes note of the design elements they like in other people's cards."

"A bit overwhelmed with all the design choices available."

"Wants confidence that the business card will leave a positive impac



## Does

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





