



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?

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

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

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

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

"A well-designed card could leave a lasting impression."

"Are high-quality cards worth the investment?"



Persona's name
Short summary of the persona

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

"Often exchanges cards during meetings or conferences."

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

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

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

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



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?