



## 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?



Who uses  
this business  
card?

I was  
expecting  
something  
different

What are the  
benefits of  
business  
card?

Cheap or  
Expensive?

Where  
should I  
start?

Is it attractive  
to others?



## Persona's name

Short summary of  
the persona

Check the  
website

Satisfaction

Comparing  
the other  
cards



Fashion designer

Attractive

Pleasant

Innovative  
& Creative  
Ideas

## 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?



[See an example](#)