

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?

BUSINESS
CARD
PEARING
BUSINESS

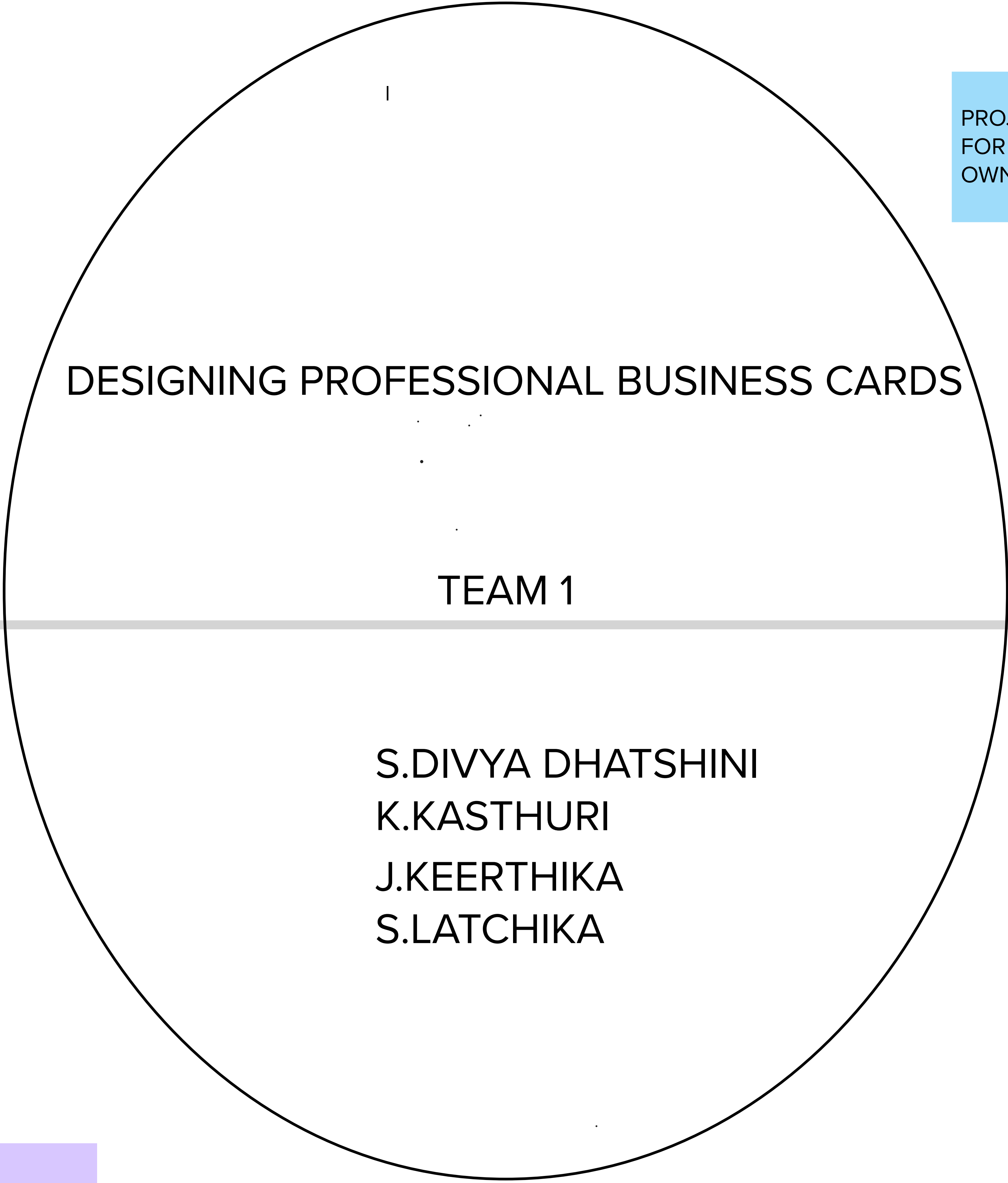
COMPANY
NAME

THINKS
MREO
DESIGN

COMPANY
LOGO

PROJECT
FOR YOUR
OWNBRAND

WRITERS
AND DOES
SAY ABOUT
THEM



NAME AND
JOB TITTLE

BUSINESS
NAME

POTENTIAL
CUSTOMER

SOCIAL
MEDIA
HANDLES

VELVET OR
SUEDE
AND
SMOTH

A SMALL
CARD
IDENTIFY A
PERSON IN
CONNECTIN



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](#)