

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?



Thinks

The designing should be professional and eye-catching

Encourages
people to contact
you visit your
business and
learn more about
you

An artist illustrator or graphic designer who brings greeting cards to life

Marketing your business and getting your key contact information into your clients hands

An essential part of your branding and should act as a visual extension of your brand design

Simple easy to read and clear-cut and logos and color schemes



S.MALATHIKA

Designing professional business card

Your business card design is an essential part of your branding and should act as a visual extension of your brand design

Business cards show you're professional and serious about your business

Your name the company name and contact information

Trigger snap judgment a texture may be rough smooth hard glossy sandy etc

Emphasizes the importance of human emotion at the creative process

It tells someone what you do And how they can get in touch with you



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?

