

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

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

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

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

Persona's name

Short summary of the persona

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

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

"Excited about

the opportunity

to network and

grow my

business."

"Are highquality cards worth the investment?"

"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."

"Wants
confidence that
the business
card will leave a
positive impact."

Feels



\*\*\*

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

