



### 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 cards are a great way to introduce yourself.

A reason for business cards still in circulation is that they deliver contact information with ease.

Business card communicate who you are and what you do.

Business cards keep you front of mind.

A company's contact information is vital to client.

The recipient can put the card easily in a wallet or office drawer.



the persona

Business card does more than carry your contact information.

To create something that feels true to you and your brand and hand it out with confidence.

Business card identifying person in connection with his or her business.

They represent another outward extension of your brand.

People have mixed feelings about business cards.

A business card feels much more personal because it is physical object.



### 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](#)