



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?

Shares
contact
details.

Focuses on
card design.

Provides job
title.

Adds
company
info.

Considers
color
choices.

Plans layout.

**Making a Professional
Business Card**



TEAM XIV
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Team Members

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Distributes
at events.

Aims for
professionalism.

Carries for
networking.

Stores
digitally too.

Seeks brand
identity.

Values first
impressions.



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?