



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?

I Was  
Expecting  
Something  
Different

What Is The  
Best For  
Me

What Brand  
Do You Like

What Do  
You Think?

Want  
Something  
Awesome

Want  
Something  
Awesome



Business Card

Designing For  
Business Card In  
Using Canva

Checks The  
Website

Asks  
Friends

Over  
Whelmed

More  
Research

Usure Who  
To Trust

Excited



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?