



### Says

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

business card printing business

company logo

company name

name and job title

business name

social media handles



### Does

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

[See an example](#)

### Thinks

What are their wants, needs, hopes, and dreams?  
What other thoughts might influence their behavior?



think more design

project for your own brand

writes and do say about them

potential customers

what sounds and smells

what card identify a person in connection

### Feels

What are their fears, frustrations, and anxieties?  
What other feelings might influence their behavior?

