



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?



Does

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

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

Feels

BUSINESS CARD



include your
company
name and
logo

use canva
software to
create a
card

uses some
catcht quotes
and lines
related to your
business

select font
size
according to
the content

add your
business
related
pictures

add contact
information

use all the
tools need to
make your
card esthetics

once the
card is ready
print them.

double
check your
infor,mation

add
attarctive
colours to
your card

add
branches of
your stores

include your
QR codes

add your
store websie

add location
of your
company

[See an example](#)