



Says

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

Visual branding helps to influence

It communicates who we are

It gets others to take notice

Branding our buisness syrts with us



Thinks

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

All we together to convey what our brand represent

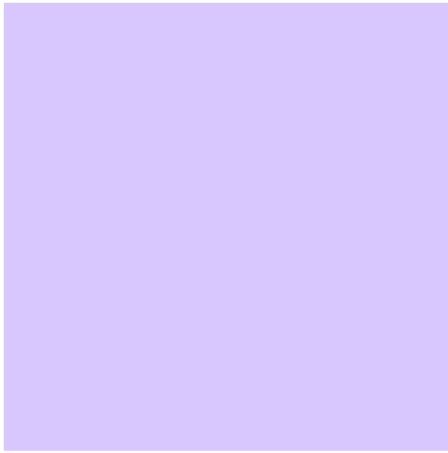
While a buisness card printed on high quality paper tells that we value quality.

The design,the message,the feel of our card provides insight to others into who we are.

A buisness card that is error-free tells people that we are detailly-oriented

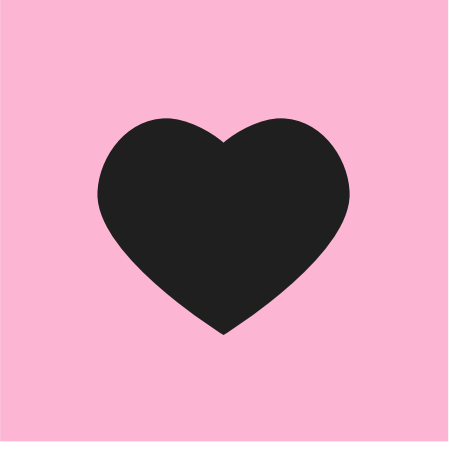


**Persona's name**  
Short summary of the persona



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?

They know about our branding but they have some fear about marketing

It includes many details but the size made them something surely missing.

They are not full satisfaction with us and our information

Some people are thinking it is definitely a part of buisness branding