



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?



Persona’s name  
Short summary of the persona

A business card is a small, printed, usually credit-card-sized paper card that holds your business details

A business card represents the next step in making your small business dream a reality.

Your business card design is an essential part of your branding and should act as a visual extension of your brand design.

In this guide, we'll run through everything you need to know about business card design so you can tell your designer exactly what you

It's the first interaction they'll have with your brand – so, make sure it's a positive one.

A thoughtfully-designed business card does more than carry your contact information. It will make you look professional.

Understanding this will ensure you don't waste time on designs that don't work.

And you don't want to spend loads of cash on designs that come out crooked or out of proportion do you? So what are these basic design principles?

Keep your copy at least 5mm from the trim edge

In contrast, one of the more ambitious evolutions of Google's search software, the Google Now app, is more effective.

The idea is simple—predict what you may want, or need, to know before you know you need or want it, and serve it up in an easy-to-read,

Google's data mining capabilities are second to none. It not only knows who you are but also has access to billions of other real-time



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?

 See an example