



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

Business cards indicate the company

It has card full of company details

Company logo attached to business cards

It contains business cards models



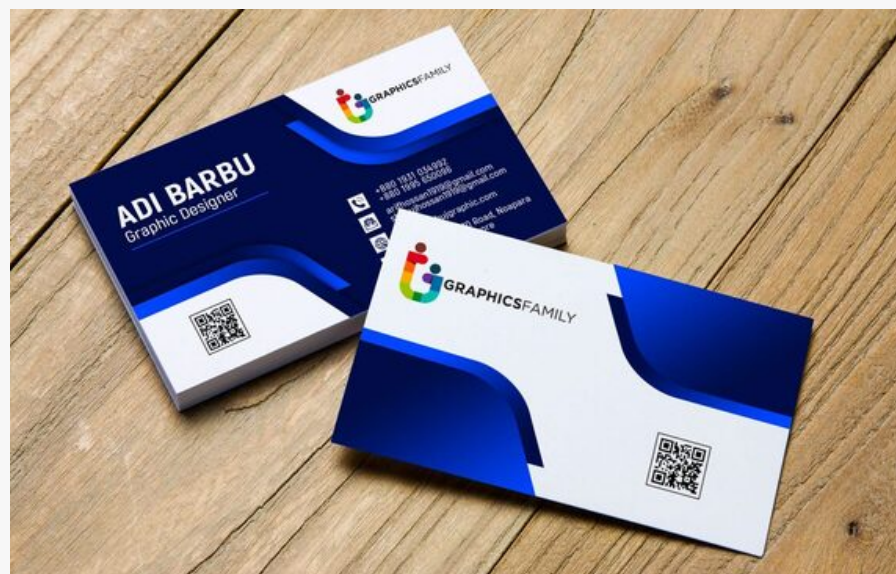
**Thinks**  
What are their wants, needs, hopes, and dreams?  
What other thoughts might influence their behavior?

Materials needed by the company can be obtained through business cards

Business cards should be attractive to everyone

All business cards have to go and reach

By having business cards, the company will get better



**Persona's name**  
Desing Professional Business cards

Setting up dynamic QRcode for business cards

Company full details are posted on business cards

Setting up photo business cards of the owner of the company

Printing company principal phone number

Business cards don't reach everyone

Business cards are made up of minor flaws

Business cards are arranged randomly

Carelessness in not putting the company name on the stamp



**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](#)