



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?

The designing should be professional and eye catching

An artist illustrator graphics designer who brings greeting cards to life

Marketing your business and getting your key contact information into your client's hands

Encourages people to contact you visit your business and learn more about you

Simple, easy to read and clear cut and logos and colors scheme

An essential part of your branding and should act as a visual extension of your brand design

N.Gokilapriya
Designing professional business cards

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

Your name, the company name and contact information

Business card show you're a professional and serious about your business

Trigger snap judgment. A texture may be rough, smooth, hard, glossy, candy, etc.

If tells someone what you do AND how they can get in touch with you

Emphasizes the importance of human emotions at the center of the creative process



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