



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 desingning
should
professional
ana eye-
catching

an artist
illustrator graphic
designer who
brings greetings
cards to life

Marketing your
business and
getting your key
contact
information into
your clients hands

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

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

Simple,esay to
read , and
clearcut and
logos and
color schemes



s. Durga devi
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,Sandy,etc

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

It tells someone
what you do
and how they
can get in touch
with you



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?