



Says

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

it should
be
foldable

it must be
rendered
in a good
quality

details
must be
concise



business owner
needs to create an
attractive business card for
wall painting work

he would ask
to change the
font style if it
looks bad

he would
supply the
cards to
customer if it is
attractive

probably he
might use the
same style to
design a flex



Does

What behavior have we observed?
What can we imagine them doing?

Thinks

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



it should
attract
many
customers

it should be
unique from
other
bussines
cards

it should
be
compact

he would feel
proud to give
his business
card to his
customers

he would be
satisfied with
the quality of
the card

he may not
like the
font colour

Feels

What are their fears, frustrations, and anxieties?
What other feelings might influence their behavior?



[See an example](#)