



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?



Feels

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



Does

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



Persona's name

Short summary of the persona

**your name,
the company
name and
contact
information.**

the identity of
the distinguished
guests. Today

Offer your
business card
with the
contact details
facing up.

Company
name

Logo

Tagline,

identify who
you are and
what you do
as a
professional

show you're a
professional
and serious
about your
business

calling card,
card, call
card, carte
de visite, and
visiting card

velvet or
suede

**thicker and
more durable
type of paper**

encourages people
to contact you, visit
your business
(online or in real
life) and learn more
about you