



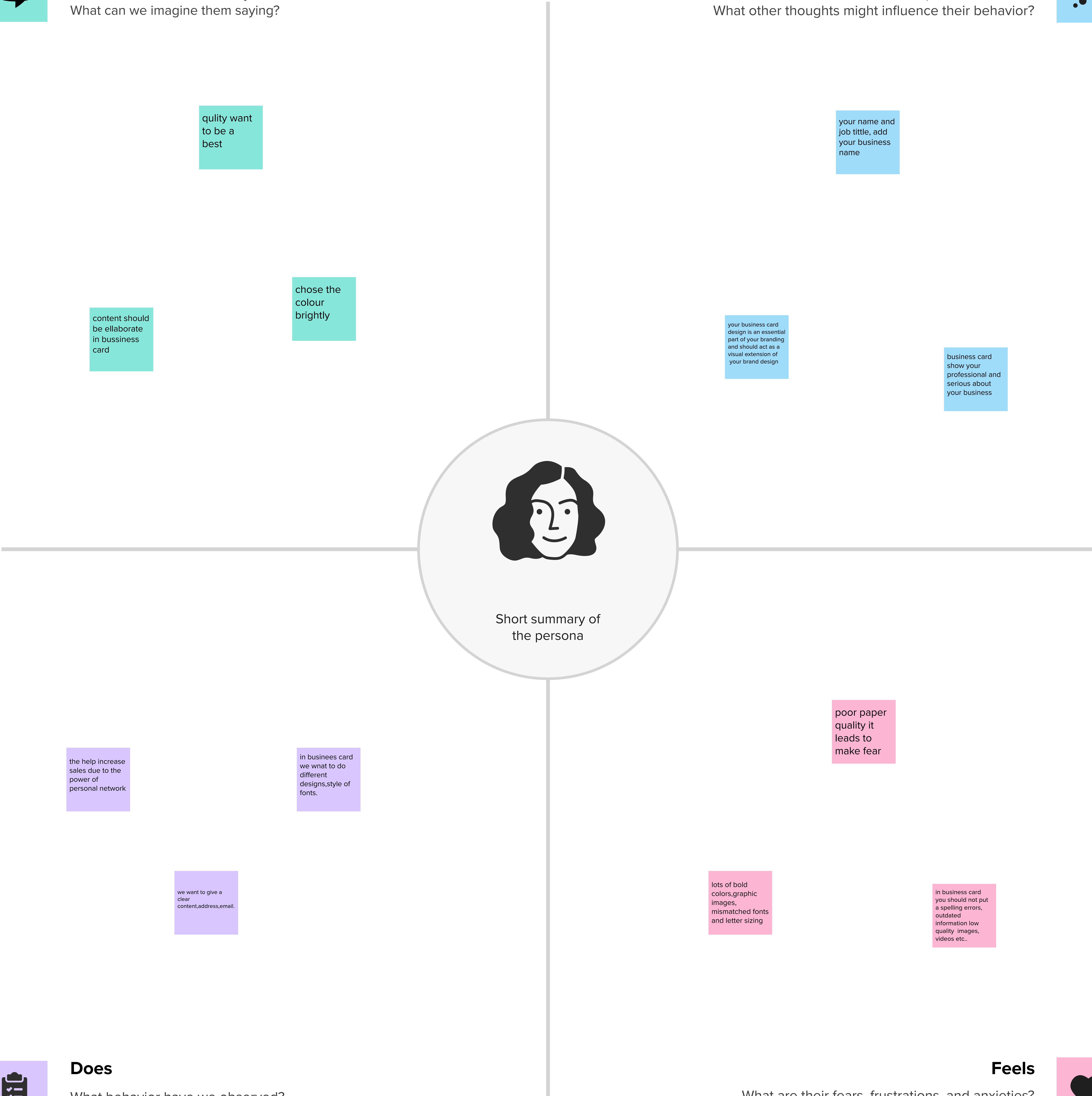
Says

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?



quality want to be a best

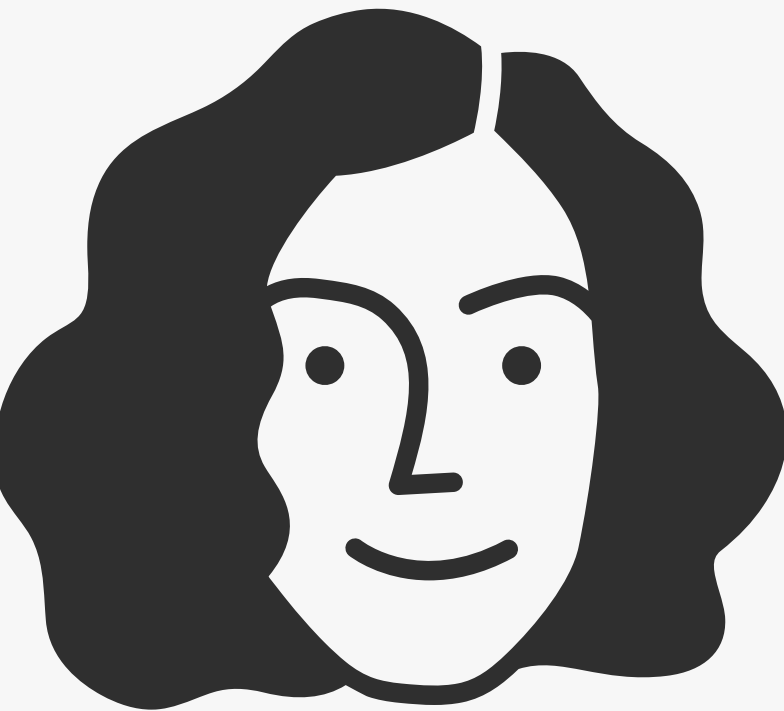
your name and job title, add your business name

content should be elaborate in business card

chose the colour brightly

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

business card show your professional and serious about your business



Short summary of the persona

the help increase sales due to the power of personal network

in business card we want to do different designs, style of fonts.

poor paper quality it leads to make fear

we want to give a clear content, address, email.

lots of bold colors, graphic images, mismatched fonts and letter sizing

in business card you should not put a spelling errors, outdated information low quality images, videos etc..



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?