

EMPATHY MAP

[DESIGNING A BUSINESS CARD]

Nervous about output of the business card regarding its effectiveness.


The card should attract clients.

Refer to other attractive business cards.


See examples of effective business card designs online.

The card should represent the personal brand and business.

Thinking and Feeling




Seeing




Looks at the cards of professionals to get an idea.

Take advice from business influencers.

Hearing



Saying and Doing



Seeks inspiration from others for the best designs.

Listen to advice from professional designers.

Get ideas about the features of a professional business card.

Analyse different layouts, fonts and images to decide on an outstanding designs.

Research tips to create an impressive business card.

Pain

Gain

Lack of experience to create a business card

Lack of design skills to make a card

Designing the business card that exactly portrays the company's image

Increased confidence in networking

Difficulty in selecting the correct layout

Anxious about representing the business brand through the card

The Time consuming process of researching and gathering inspiration for the designer

Creating a business card which reflects company logo and theme

Positive feedback and recognizing the clients and industry professionals

Making a lasting impression on potential client