

DESIGNING PROFESSIONAL BUSINESS CARDS

1.Introduction

1.1 Overview

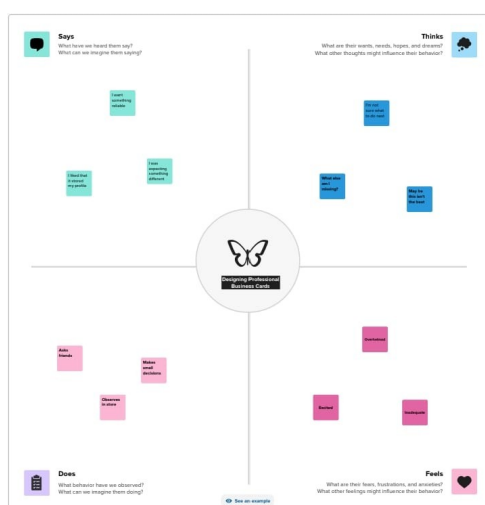
A business card typically includes the giver's name, company or business affiliation (usually with the logo) and contact information such as street addresses, telephone number, fax number , e-mail address and websites. Before that advent of electronic communication, business cards also included telex details.

1.2 Purpose

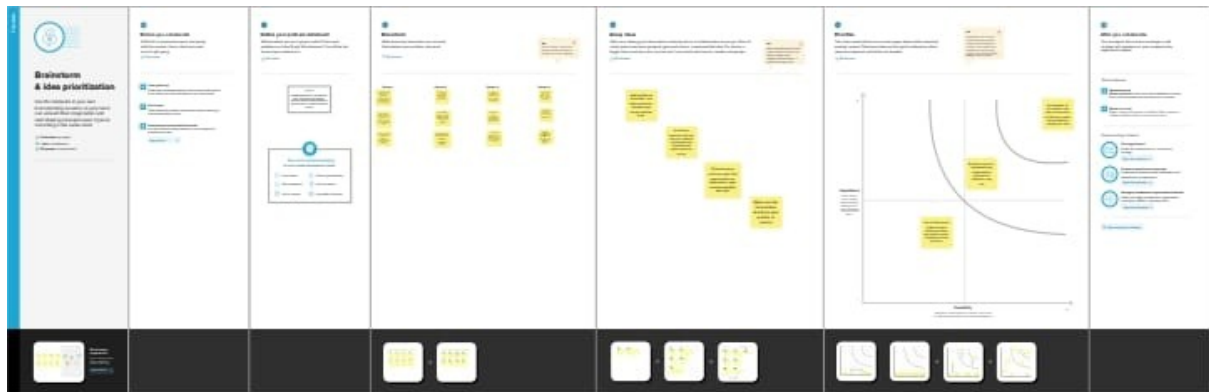
Business cards usually contain key contact details of a company. But marketers have turned these modern cards into an effective tool to drive customers. The cards are today a way to make a quick first impression on the recipients.

2. Problem definition and design thinking

2.1 Empathy Map



2.2 Ideation & Brainstorming Map



3. Results



4. Advantages & Disadvantages

4.1 Advantages

- Brand identity marketing, Business cards represent your brand.
- Work as a marketing tool .
- Versatility and convenience.
- Lead impactful first impression
- Offers a personal touch to swap contact information

4.2 Disadvantages

- They have limited information
- Ensure a good design adaptation in devices
- Acceptance level of digital business cards

5. Applications

- Business card provide a wide range of contact information in one place. That way customers can choose their preferred method to research or contact your business.
- Turn it into your networking tool.
- Fantastic for event and exhibition.

6. Conclusion

Through this guide we have explored the various aspects of creating and utilizing business cards to the fullest potential. From understanding their importance in professional settings to design

a card that reflects your brand, choosing the right material and printing process, and leveraging them effectively for networking, business card are an essential tool for building connection and fostering success.

7. Future scope

The use of digital business card is growing rapidly. According to a report from Market Research future, the global digital business card market is predicted to touch USD 242.3 million at and 11.2 % CAGR by 2027, So you can expect more small business owners to use digital business cards in further years.