



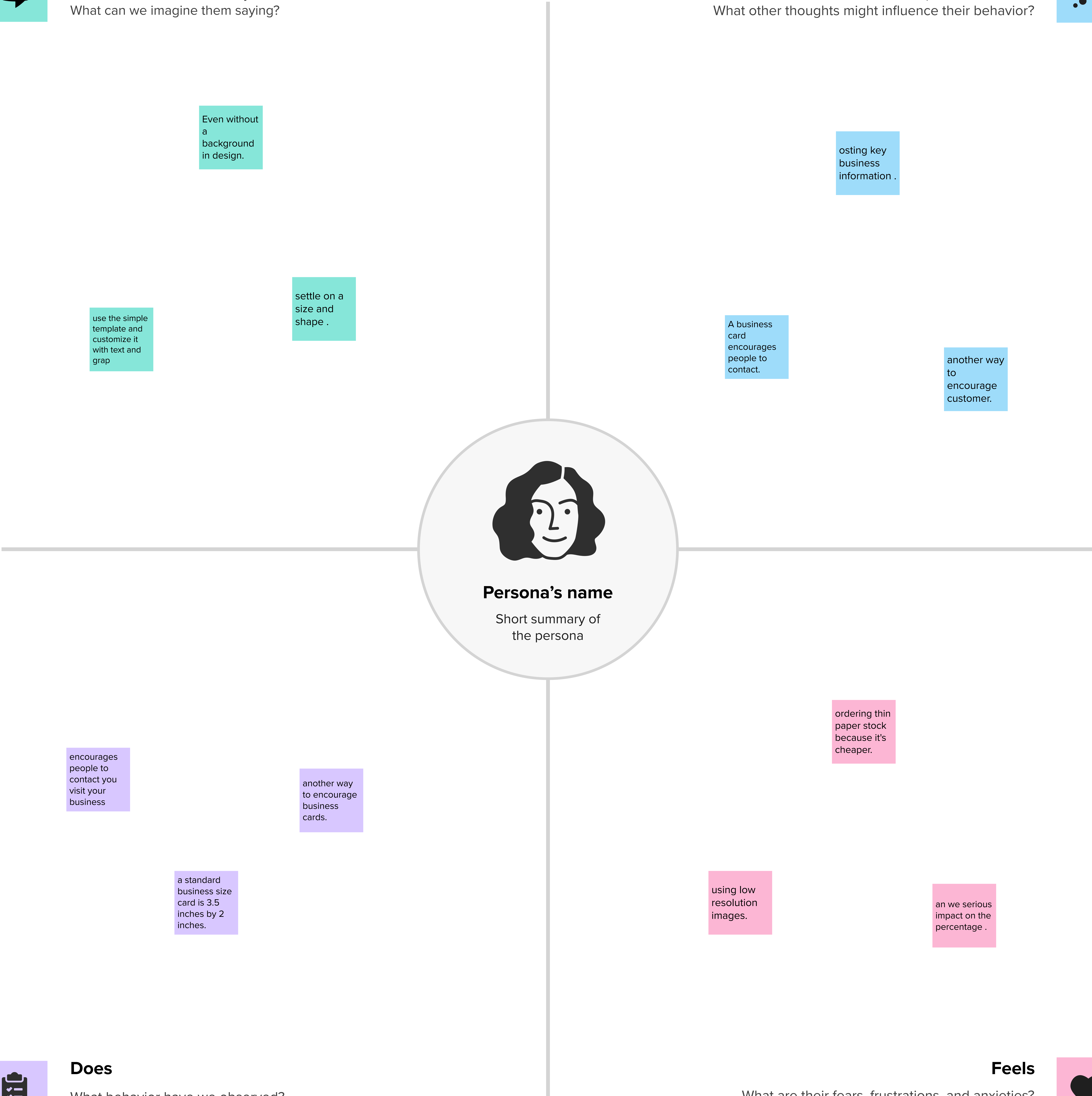
Says

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?



Even without
a
background
in design.

use the simple
template and
customize it
with text and
grap

settle on a
size and
shape .

osting key
business
information .

A business
card
encourages
people to
contact.

another way
to
encourage
customer.



Persona's name
Short summary of
the persona

encourages
people to
contact you
visit your
business

another way
to encourage
business
cards.

a standard
business size
card is 3.5
inches by 2
inches.

ordering thin
paper stock
because it's
cheaper.

using low
resolution
images.

an we serious
impact on the
percentage .



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?

 [See an example](#)