

Says

What have we heard them say? What can we imagine them saying?

Business

canva

cerd using

Thinks What are their wants, needs, hopes, and dreams?

What other thoughts might influence their behavior?



Think my color palatte

> About my Business card picture

About my favourite topics

Persona's name Karthikeyan

I like canva, it has many design and options

Choose the Templates

> Customize my design

Customize my colors and font

Easy to edit and customize

Easy to download and share with others

Feels

Does

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



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

