



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?



Feels

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



Does

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



Persona's name

Short summary of the persona

logos and color schemes are the two most important choices for branding

A business card is a small printed usually credit card sized paper

There's one other preliminary activity that makes

The rest of the business card design

process run more smoothly  
short list of question to ask yourself

Determining your personal brand identity

elements on the image you want to convey

Around clever cutting whether or not use creative shapes

you can even build your entire business card

This mostly depends on the standard of the country

The employee picture gives them a more personable and approachable feel

The cutting printing technique of die cutting allows you to cut shape you want and still print in bulk