

Says

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

What are their wants, needs, hopes, and dreams? What other thoughts might influence their behavior?



Thinks

A business card is a small printed cards.

proffessional card is branding should be act as a visuals.

your business details and brand logo. design is an essential part of your branding.

leave some blank space on the back.

reate busines cards for specific purpose.



Persona's name

Short summary of the persona

tweak your design with more elements

send a card that's truly personalized and from the heart

personalized your card fully. luttered business cards with fine prints and overlapping designs.

too much prints on your phones.



Does

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



See an example

Feels



