



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?



Look for
the best
template



Add images
and text

Use the drag-
and-drop tool to
select image,
illustration, or
other elements

Invitation creator
has a template
for every
occasion, from
birthday to
charity

Easy to
create and
customize

Built hype by
getting your
invitation card
professionally
printed

Get full-color
and double-
sided printing,
perfect for
photo invites

Select from
premium,
deluxe, and
standard
paper stocks

If you need
crop marks,
tick crop
marks and
bleed

Share
online or
print

For mobile
users, select
the share icon
first to see the
print button

Choose a
background
from our
library or use
an image



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](#)