



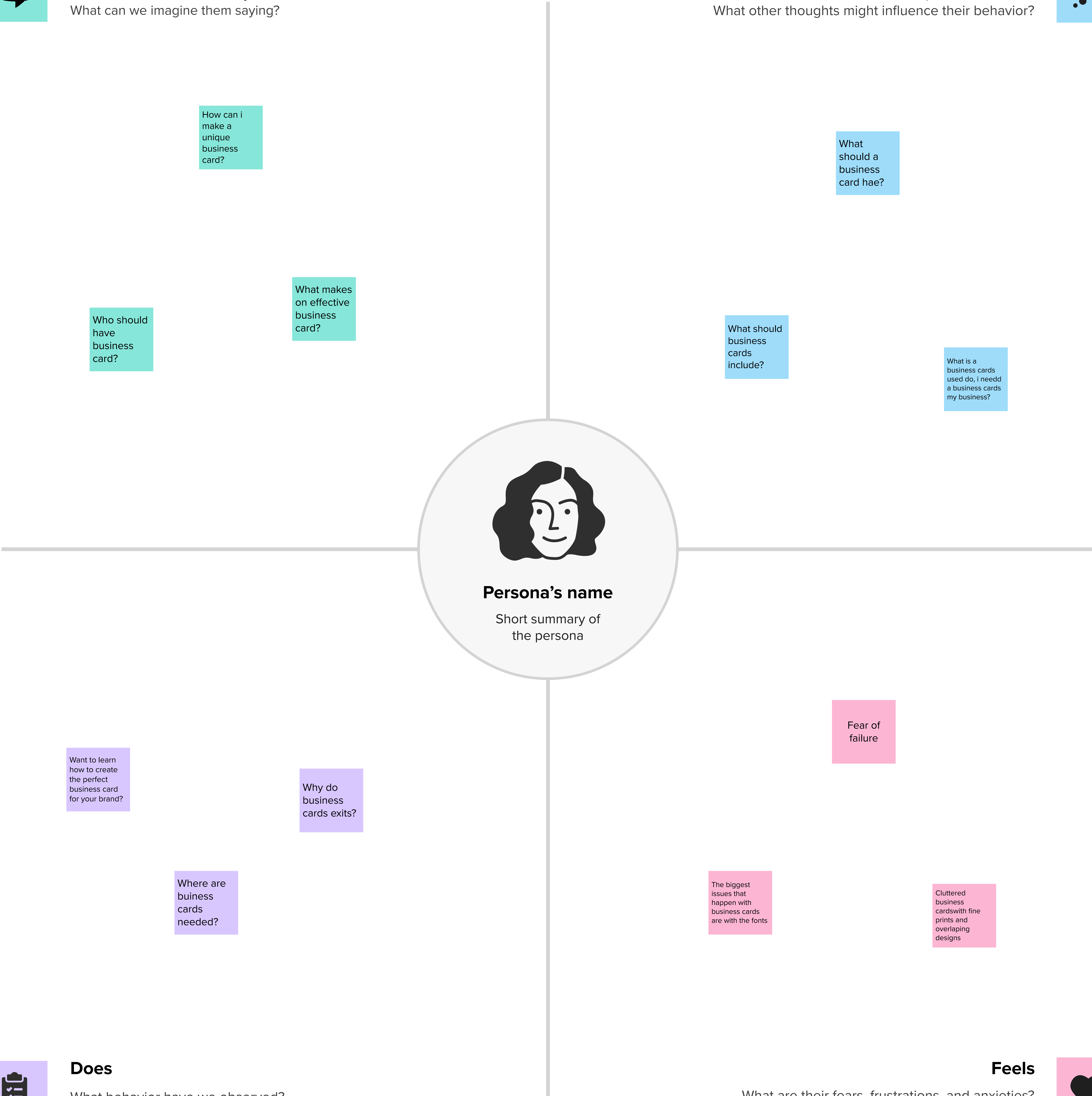
Says

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?



How can i
make a
unique
business
card?

Who should
have
business
card?

What makes
on effective
business
card?

What
should a
business
card hae?

What should
business
cards
include?

What is a
business cards
used do, i needd
a business cards
my business?



Persona's name
Short summary of
the persona

Want to learn
how to create
the perfect
business card
for your brand?

Why do
business
cards exits?

Where are
business
cards
needed?

Fear of
failure

The biggest
issues that
happen with
business cards
are with the fonts

Cluttered
business
cardswith fine
prints and
overlapping
designs



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](#)