



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?

NM2023TMID36926
designing professional
business card
TEAM 15

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business
card
pearing
business

company
logo

company
name

think more
design

project for
your own
brand

writers and
do say
about them

name and
job tittle

business
name

social
media
handless

potental
customers

velvet
orsuedeand
smoth

a small card
identify a
person in
connection