



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?

Buisness  
name.

Your name  
and job title.

Memorable  
Branding.

Personality.

Telephone  
number,website.

Add your  
buisness  
name.



saranya's group  
designing  
proffesional cards

Logo,company  
name.

Contact  
details.

Maximize  
your logo.

Tagline,your  
name and  
tittle.

Do double  
duty.

Organize  
your  
information.



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?