



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?

I want a business card that represents my brand well."

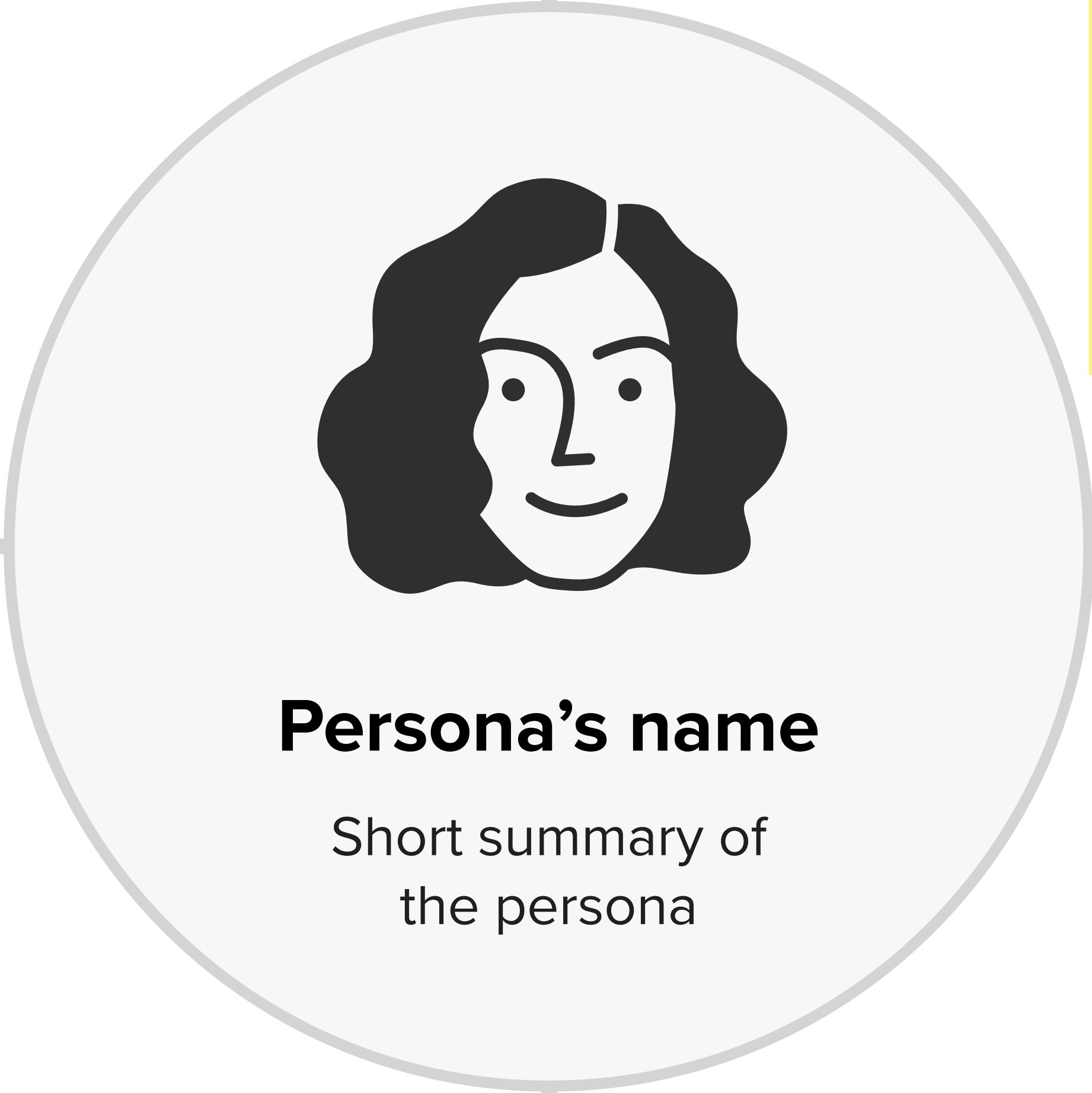
What design elements will make my business card look professional and unique?"

My business card needs to stand out and leave a lasting impression."

Tha business card should clearly convey my contact information and services."

Will a minimalist design or a more elaborate one work better for my industry?"

I hope the business card design reflect the quality of my products services."



Researching various business card designs online.

Comparing different printing options and paper qualities.

Excited about creating a business card that captures the essence of my brand.

Hopeful that tha final design will impress potential clients and partners

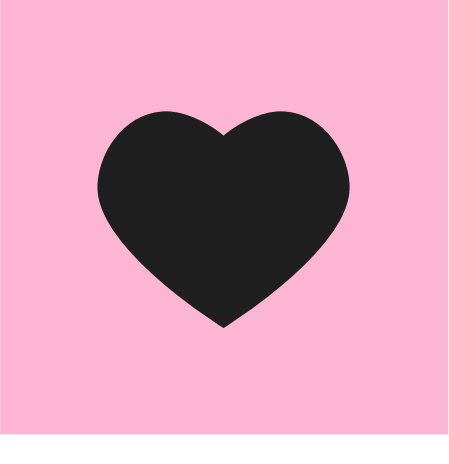
Contacting graphics designer or design software to create tha card.

Anxious about making tha right design choices and ensuring it aligns with my business identity.



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?