They might judge

your

professionalism

and attention to

detail based on

the card's quality.



What have we heard them say? What can we imagine them saying?

"I need to remember this person's name and contact information.

"I wonder what this person does professionally."

They receive and handle a lot of business cards, so they appreciate a clear and memorable desig

They may quickly scan the card for key information like name, title, and contact details

"Does this card convey their personality or values?"



Persona's name

Short summary of the persona

"Is this person a potential contact for my professional network?

"Does this card reflect their expertise and style?"

Initial curiosity upon receiving the card.

Appreciation for a welldesigned and visually appealing card

"Will I remember this person based on their card?"

Does

What behavior have we observed? What can we imagine them doing?

Frustration if the card is cluttered or hard to read.

**Feels** 

What are their fears, frustrations, and anxieties? What other feelings might influence their behavior?



