

# PROJECT REPORT TEMPLATE

## **1. INTRODUCTION**

### **1.1 Overview**

Business cards should give customers everything they need to contact you, find you online, or locate your storefront. Aside from your name and job title, add your business name, telephone number, website, email address, and social media handles.

### **1.2 Purpose**

Business cards serve the key purpose of marketing your business and getting your key contact information into your client's hands.

## **2. PROBLEM DEFINITION & DESIGN THINKING**

### **2.1 Empathy Map**





#### Says

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

Beauty is  
important  
thing in life



#### Thinks

What are their wants, needs, hopes, and dreams?  
What other thoughts might influence their behavior?

Beautician  
makes our  
appearance  
to look good



#### BUSINESS CARD

Ananthamalar  
Susmitha  
Uvasrishoba  
Dhanush

Beauty  
improves our  
confident



#### Does

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

Beauty  
improves our  
confident



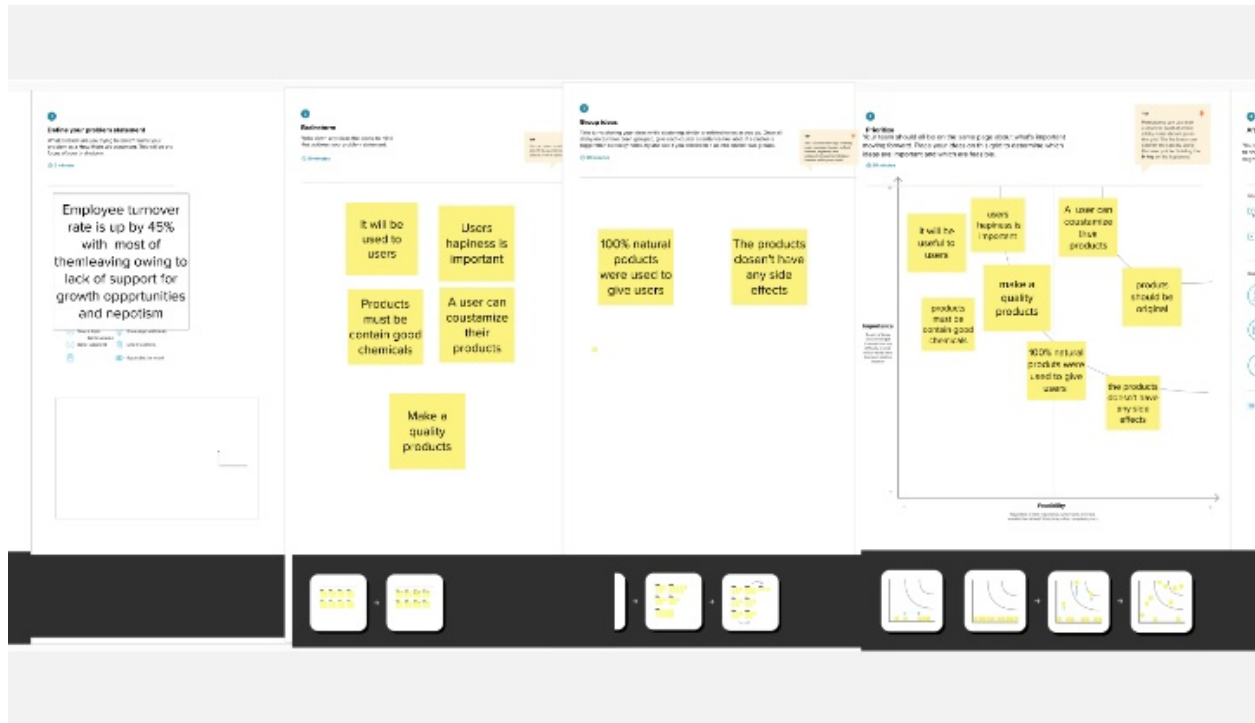
#### Feels

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

Beauty  
products  
may cause  
side effects

[See an example](#)

## 2.2 Ideation & Brainstorming Map



## RESULT:



## 4. ADVANTAGES & DISADVANTAGES

### Advantages :

- Affordable Advertisements
- Tangible
- Perfect for events
- Small and convenient
- Easy Distribution

### Disadvantages :

Business cards might be susceptible to wear and tear. Laminating cards might help, but they are still subject to the elements. And, recipients could easily lose cards. Many people don't want to receive business cards.

## 5. APPLICATIONS

It is valuable.

## **6. CONCLUSION**

Nowadays business cards are an important thing in our life. It is small and convenient. We can easily find out about the event. At the same time it has small demerits.