



Says

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

improve  
their cash  
flow

generate  
detailed  
reports on  
billing and  
invoicing

Real-time  
tracking of  
expenses



Thinks

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

efficiently  
manage their  
client billing  
and invoicing

creating and  
sending  
invoices, which  
can save time  
and reduce  
errors.

Automated  
billing and  
invoicing



Techpro Solutions

IT consulting  
services in  
India and  
outside India

record billable  
hours, and  
generate  
professional  
invoices

streamline their  
financial  
processes and  
provides insights  
into their  
profitability

track project  
expenses

create invoices  
that are  
customized to  
each client's  
needs

to collect  
payments  
faster

track their  
expenses, so  
that they can  
stay on  
budget



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?