



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?

- Techpro Solutions really understands our business needs

They have a range of tech services to choose from."
- They have a range of tech services to choose from."

Their team is responsive and always ready to help

- I hope Techpro can provide a cost-effective solution.

I hope Techpro can provide a cost-effective solution.
- Techpro Solutions might be the answer to our tech problems

Techpro Solutions might be the answer to our tech problems



Persona's name
Short summary of the persona

- I visited their website to learn more about their services

I visited their website to learn more about their services
- Shared their contact information with my team

Contacted Techpro Solutions to request a consultation

- I'm excited to see how Techpro Solutions can improve our operations

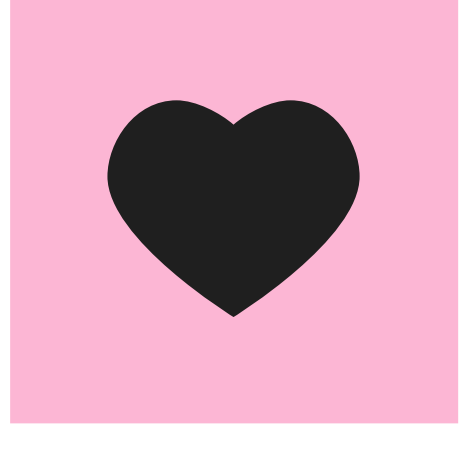
I'm a bit apprehensive about integrating new technology into our workflow
- Relieved that there's a reliable tech partner like Techpro.

Confdent that Techpro Solutions can solve our tech issues.



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?