



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?

IT services helps to develop office automation

IT services are given by foreign companies in India should be owned by indian company also

IT service helps to improve the knowledge of business person

IT service provided to adopted latest technology

IT services must be provided in India to the develop the economy

Network issues must be reduced while making program



Techpro solution
Jennifer is owner of IT services

Accepting innovative projects

Developing different projects like office automation software, financial accounts

Developing a solutions for back up

Services must be easy to be adopted without fear

IT services allow businesses to access the technical tools

The small business also willingly develop afford to use this services



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?

See an example