



Says

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

Industries,  
products,  
Strategic  
Expertise ,It  
services

Special  
benefits to  
employees

Techpro  
solutions is a  
world wide  
programming.



Thinks

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

How cloud  
computing  
services  
work?

Techpro offers  
consulting in  
the following  
fields?

What is  
HRMS and  
Core HR?



Persona's name

Short summary of  
the persona

Computers  
dealers

Product  
development  
strategy is the  
process of  
bringing  
a new innovations

These include  
Google maps,  
crUX dataset.

Scientific  
and  
critical .

Problem  
solving  
and critical  
thinking.

Adobe  
capabilities.



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?