

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?

They may be

concerned about

cost associated

new technology

the complexity and

with implementing



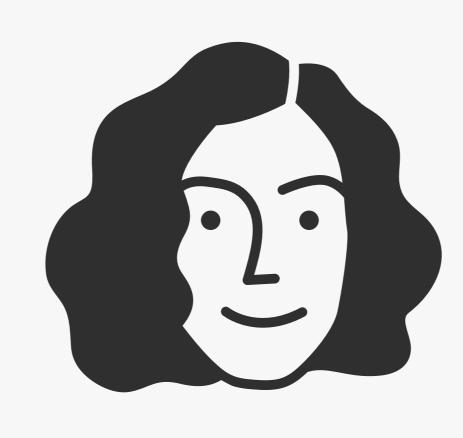
They discuss their current technology frustrations with colleagues or business partners

They actively search for information on technology solutions and providers

They may reach out to technology solution providers for consultations or demonstrations

They think that finding a reliable technology provider is crucial for their success

They believe that implementing the right technology can improve their business efficiency and profitability



Persona's name

Maxine TechEnthusiast

To understand the unique needs and challenges faced by their clients.

"We conduct thorough assessments to identify the specific tech requirements of each client."

TechPro Solutions takes a proactive approach by conducting comprehensive assessments

They feel eager to embrace technology to gain a competitive edge

They feel excited about the potential benefits and positive changes technology can bring to their business

They might feel overwhelmed or frustrated with their current technology challenges



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?

