



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?

what do techpro solutions customers say?this could include feedback,comments,orreuests they"ve made<both positive and negative.

what might be going on in their maind?

are they concerned about technology issues<cos-effectiveness<or efficiency?

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what emotions do they experience when using techpro"s service?

are they frustrated,rellieved,satisfied,or anxious?

what actions do they take when interacting with techpro solution?



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?