integrate

customer

support

processes

with sales

upgrades a

new

installation

What are their wants, needs, hopes, and dreams?

What other thoughts might influence their behavior?

wanted a

standardized

system with

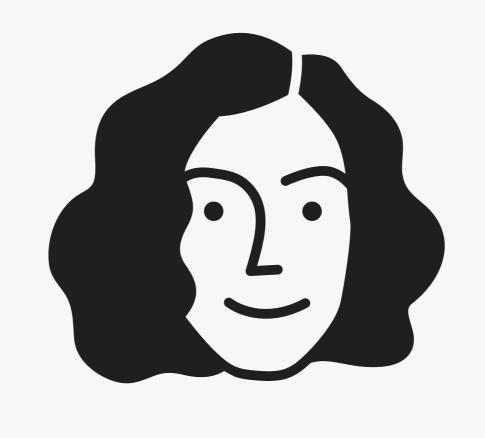
automatic

upgrades

visualize the task pipeline

business performance

trends and schedule reports to the specified user



Persona's name

Short summary of the persona

track leads and prospects

business opportunities

sell more in less time

easily handle

manage invoices online

generate reports and analytics

Feels

Does

What behavior have we observed? What can we imagine them doing?

What are their fears, frustrations, and anxieties? What other feelings might influence their behavior?



