



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
solution customer
say?this could include
feedback
comments,or requests
they will made both
positive and negative

what are the pain point
are challengers when
dealing with technology
this could include are
like slow response time
eye cost are difficulty in
understnading the
solutions

what might be
going on in their
minds?are they
concerned about
tecnology issus cost
effectiveness or
efficiency

what are the benefits
are possitive out comes
they hope to achieve bt
using techpro solutions
this might include
productevily cost
saving are pieace of
mind



what actions to they
take when intracting
with techpro solutions
do they contact
customers support
refair others are
discontinue using the
services

what emotions do
they experiance
when using tech pro
survices? frustrated
relieved satisfied
are anxious

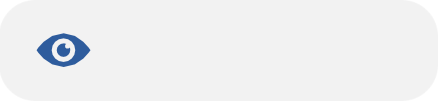


Does

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



Feels



See an example

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