



Says

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

- Techpro Solutions really understands our business needs

They have a range of tech services to choose from."
- I often hear colleagues talking about Techpro Solutions

Their team is responsive and always ready to help



Thinks

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

- I hope Techpro can provide a cost-effective solution.

I wonder if they can help us streamline our IT infrastructure.
- Techpro Solutions might be the answer to our tech problems

I hope Techpro can help us with our cybersecurity challenges.



Persona's name  
Short summary of the persona

- I visited their website to learn more about their services.

Scheduled a consultation with Techpro Solutions
- Shared their contact information with my team.

Contacted Techpro Solutions to request a consultation.

- I'm excited to see how Techpro Solutions can improve our operations.

I'm a bit apprehensive about integrating new technology into our workflow.
- Relieved that there's a reliable tech partner like Techpro.

Confident that Techpro Solutions can solve our tech issues.



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?