



Says

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

techpro solution has
a wide range of
product and
services to cater to
the varied
requirements of the
customer

techpro
solutions is a
high
performance

organization
depends



Thinks

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

nature of
busniess

marketing and
communication

technical
support
executive



Persona's name
Short summary of
the persona

product
development

business
techonoly
services

staff
augmentation

skill
devolopment

job security

salary &
benebits



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?