



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?



techpro solution

Short summary of
the persona

cutting-edge
technologies
with strategic
expertise to help
customers meet
their business

technologies
with strategic
expertise to help
customers meet
their business
needs.

a high-
performance
innovator of
consumer
technology and
electronics product
sales company

TechPro Solutions
has a wide range of
products and
services to cater to
the varied
requirements of
their customers

Techpro Solutions
is your go-to
resource for all
your integrated
embedded system
project needs.

to help
customers
meet their
business
needs.

Company
representatives
visit customers
where they live or
work and observe
how they use Intuit
products

Their professional
ism is of the
highest quality,
supported by a
dedicated team of
professionals.

drive more
business
outcome
solutions selling
with partners ..

A free inside
look at company
reviews and
salaries posted
anonymously by
employees.

Falling behind
in technology.
This is without
a doubt my
biggest fear

The technological
progress over the
last decades has
increased the
capabilities of ATs



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?