



Says

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

- changing a service provider is not an option
- expecting something different
- I know it is very easy to change a package
- what brand do you like
- what do you think



Thinks

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

- I think I could get more discounts
- maybe this is the best
- what is best for me
- I wonder if there's a better alternative
- I would pay more \$ there was a good offer



PR techpro solution

Short summary of the persona

- uses the chat function self serve
- mentors other developers
- postpones big decision
- makes all decision

- make a big impact with professional slides, chart, this feels
- it's very useful to prepare an access code
- overwhelmed
- unsure who to trust
- stressed about deadlines



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?