



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?



sanjaykumar
team
Brief summary of the persona

• We offer a wide range of tech services."
• "Our team is highly skilled in IT solutions."

• We offer a wide range of tech services."
• "Our team is highly skilled in IT solutions."

• We offer a wide range of tech services."
• "Our team is highly skilled in IT solutions."

• "We need to stay updated with the latest tech trends."
• "Our clients rely on us to solve their IT problems."
• "Competition in the tech industry is fierce."

• "We need to stay updated with the latest tech trends."
• "Our clients rely on us to solve their IT problems."
• "Competition in the tech industry is fierce."

• "We need to stay updated with the latest tech trends."
• "Our clients rely on us to solve their IT problems."
• "Competition in the tech industry is fierce."

• Offers a range of IT services, including software development and IT consulting.
• Engages with clients to understand their unique tech needs.
• Attends industry conferences and stays informed about new technologies.

• Offers a range of IT services, including software development and IT consulting.
• Engages with clients to understand their unique tech needs.
• Attends industry conferences and stays informed about new technologies.

• Offers a range of IT services, including software development and IT consulting.
• Engages with clients to understand their unique tech needs.
• Attends industry conferences and stays informed about new technologies.

• Proud of their technical expertise.
• Anxious about meeting client expectations.
• Driven to succeed in the competitive tech market.

• Proud of their technical expertise.
• Anxious about meeting client expectations.
• Driven to succeed in the competitive tech market.

• Proud of their technical expertise.
• Anxious about meeting client expectations.
• Driven to succeed in the competitive tech market.



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?