



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?



Feels

What are their fears, frustrations, and anxieties?  
What other feelings might influence their behavior?



Does

What behavior have we observed?  
What can we imagine them doing?



Persona's name

Short summary of the persona

Best services offered to the customers

To generate new customers for the business

All the client records are maintained in zoho book

Business softwares are introduced in the market

To improve critical thinking among employees to solve the software issues

To maintain cordial relations between clients and employees

To offers perks&benefits to the employees

To rectify client issues immediately

To record all the financial transactions in zoho book

Employees are feel happy to receive perks&benifits

Client are also feel happy to receive the best services from the techpro sloutions

All the reports are easily generated in zoho books whenever we needed