



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?

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

want to have a healthy and fulfilling relationship. Build a little family, raise my children, keep my family safe and provide their needs.

Head of Recruitment at Techpro IT Solutions INC. 3mo. We have a Data Scientist with 10+ Years of Experience and PHD Scholar looking for new opportunities

they wants to manage their client billing and invoicing by using zoho books

they needs clients billing and invoicing management details

they needs the software helps them streamline their financial processes



Persona's name
Short summary of the persona

For our clients, we offer a flexible and supportive work environment that focuses on the needs and *career development goals* of its people

we observed that to creat the professional invoices using zoho books

The pressure to meet tight deadlines, continuous learning, and the fast-paced nature of tech work can contribute to burnout, a common concern in the industry.

i imagine to manage their client bill and invoice

Employees in the tech industry may worry about job security due to rapid technological advancements and potential layoffs or restructuring.

The tech industry often demands long hours and high productivity, leading to concerns about maintaining a healthy work-life balance.



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?