## Says

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

What do
TechPro
Solutions
customers
say?

This could include feedback, comments

or requests they've made, both positive and negative.

**Thinks** 

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



What might be going on in their minds?

Are they concerned about technology

issues, costeffectiveness, or efficiency?



## Persona's name

Short summary of the persona

What actions do they take when interacting with TechPro Solutions?

refer others, or discontinue using the services?

Do they contact customer support,

What emotions do they experienc

What emotions do they experienc

Are they frustrated, relieved, satisfied, or anxious?



## Does

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



See an example

**Feels** 

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

