



Says

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

"We need a user_friendly way to handle our sweet manufacturing finances".
" Managing expenses and tracking sales can be overwhelming in c industry".
"We need user_friendly way to handle our sweet manufacturing finances".



Thinks

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

"Real time insights into our financial performance would be helpful".



Persona’s name
Short summary of the persona

Seek advice from industry peers or online farums when encountering financial challenges

Overwhelmed by balancing creative sweet production with financial management



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?