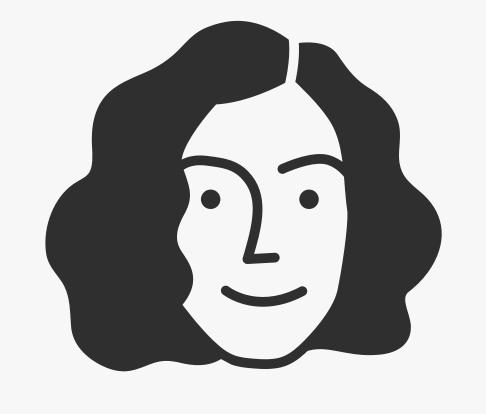
What have we heard them say? What can we imagine them saying?

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

"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".

"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 encountering financial challenges

Overwhelmed by balancing creative sweet production with financial management



Does

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



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



