



Says

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

managing finances for our interior design projects is becoming quite a task.



Thinks

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

tracking project costs and invoicing clients takes up a significant amount of time.



Persona's name

Short summary of the persona

1. research online for accounting solutions tailored to interior design businesses
2. gather and organize receipts, invoices, and project-related financial data.



Does

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

overwhelmed by balancing creative design work with financial management.



Feels

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