business.

Says

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

Transparency: Transparency in financial matters is crucial. Clients want to be able to access and review their financial records whenever needed to make informed decisions about their

Advanced Financial Tools: "We hope to see Urban Aura Interiors invest in advanced financial software and tools to streamline their accounting processes and improve accuracy."

Professionalism: Clients often mention the need for professionalism in financial record-keeping. They expect Urban Aura Interiors to maintain a high standard of professionalism in their accounting practices.

Digital Accessibility: "We look forward to the convenience of digital access to our financial records, allowing us to view and manage our accounts online securely."

Use of Accounting Software: Many clients have adopted accounting software, such as QuickBooks or Xero, to streamline their accounting processes. They use these tools for bookkeeping, invoicing, and expense tracking.

Financial Advisory Services: Some clients engage in financial advisory services offered by professionals to receive guidance on financial decision-making, investment strategies, and business expansion plans.

Does

What behavior have we observed?

What can we imagine them doing?

Digital Currencies and Cryptocurrency: The use of digital currencies and cryptocurrency in financial transactions may become more common, and clients may need to adapt their accounting practices accordingly.

What other thoughts might influence their behavior? Adaptability: As the business evolves, clients need the

What are their wants, needs, hopes, and dreams?

Accuracy: Clients want accurate financial records that reflect the true financial health of Urban Aura Interiors. They rely on precise accounting to make informed decisions.

> Efficiency: Clients hope for an efficient accounting process that minimizes the time and effort required on their part. Automation and streamlined processes can fulfill this hope.

Persona's name Short summary of

the persona

Fear: Fear of making errors in financial statements or calculations, which could lead to financial losses or legal consequences.

Frustration:

Frustration with complex tax codes, regulations, and financial reporting standards.

Happiness: A feeling of happiness and motivation when their efforts are recognized and appreciated by colleagues and superiors.

Thinks

accounting system

to adapt to changing

financial needs and

goals.

Anxiety: Anxiety about audits and tax inspections, as errors could result in penalties

Feels



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



