



Says

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



Thinks

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

The company my task questions about the softwares functionality, pricing and support options.

They may provide feedback on specific features they like or dislike during product demonstrations.

Cost benefit analysis: The company would likely asses whether the benefits of the software outweigh the costs, including licensing fees and implementation expenses.

They may thing about how easily the software can integrate with their existing systems and whether it will improve overall efficiency.

Express concerns or reservations about potentials issues like data security or compatibility.

If they are satisfied, they might express their commitment to adopting the software and integrating it into their workflow.

Consideration of the time and resources required for training staff on the new software.

Thoughts about the security of financial data and compliance with regulation when using the software.



Fashion heaven  
Short summary of the persona

They would likely request a demo and conduct an evaluation of the software to see if it meets their needs.

Depending on the pricing and terms, they may negotiate with the software provider for a better deal.

Intially the company might feel curious about the accounting software, wanting to know more about if features and benifits.

If the software promises to simplify their accounting tasks, they may feel releaved at the prospect of reducing manual work loads.

If they decide to proceed, they would plan the implementation, including training and migration of data.

After adopting, They would monitor the software's performance and it's impact on their accounting processes, making adjustments as necessary.

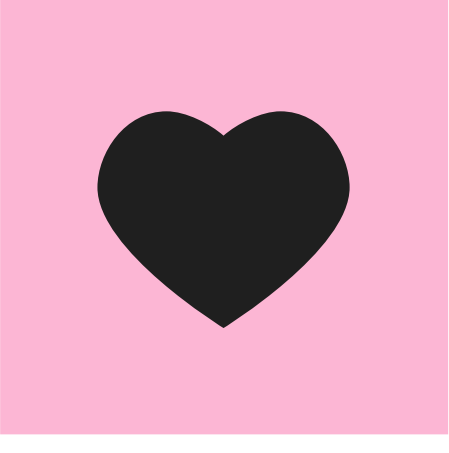
If the software is highly recommended and appears to solve their pain potential improvements it could bring to their financial management.

Their could be some apprehension or uncertainty about the learning curve and potential disruptions to existing processes.



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?