



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?

Managing finances for our design Projects, is becoming quite a task.

Tracking Project costs and invoicing clients takes up... a significant amount of tim



Persona’s name
Short summary of the persona

- 1. Research Online for accounting Solutions tailored design businesses. to interior
- 2. Gather and Organize receipts, invoices and Project-related" financial data.

Overwhelmed by balancing Creative design work with financial management

Scanned with CamSer



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?