



Says

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

Says:

"We need a user-friendly way to handle our sweet manufacturing finances"

"Managing expenses and tracking sales can be overwhelming in our industry"



Thinks

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

Think:
"Real time insights our financial performance could be helpful"



Persona's name

Short summary of the persona

Field:

Overwhelmed by balancing creative sweet production with financial management

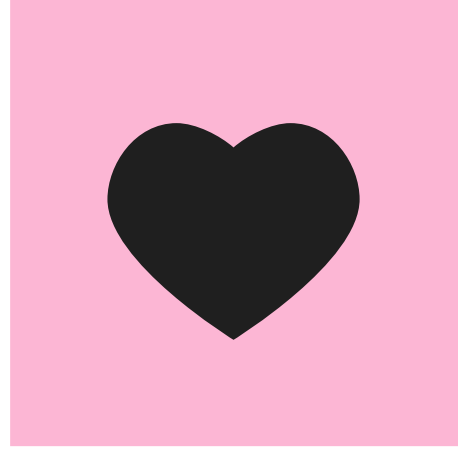
Does:

Seek advise from industry peers or online forums when encountering financial challenges



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?

[See an example](#)