



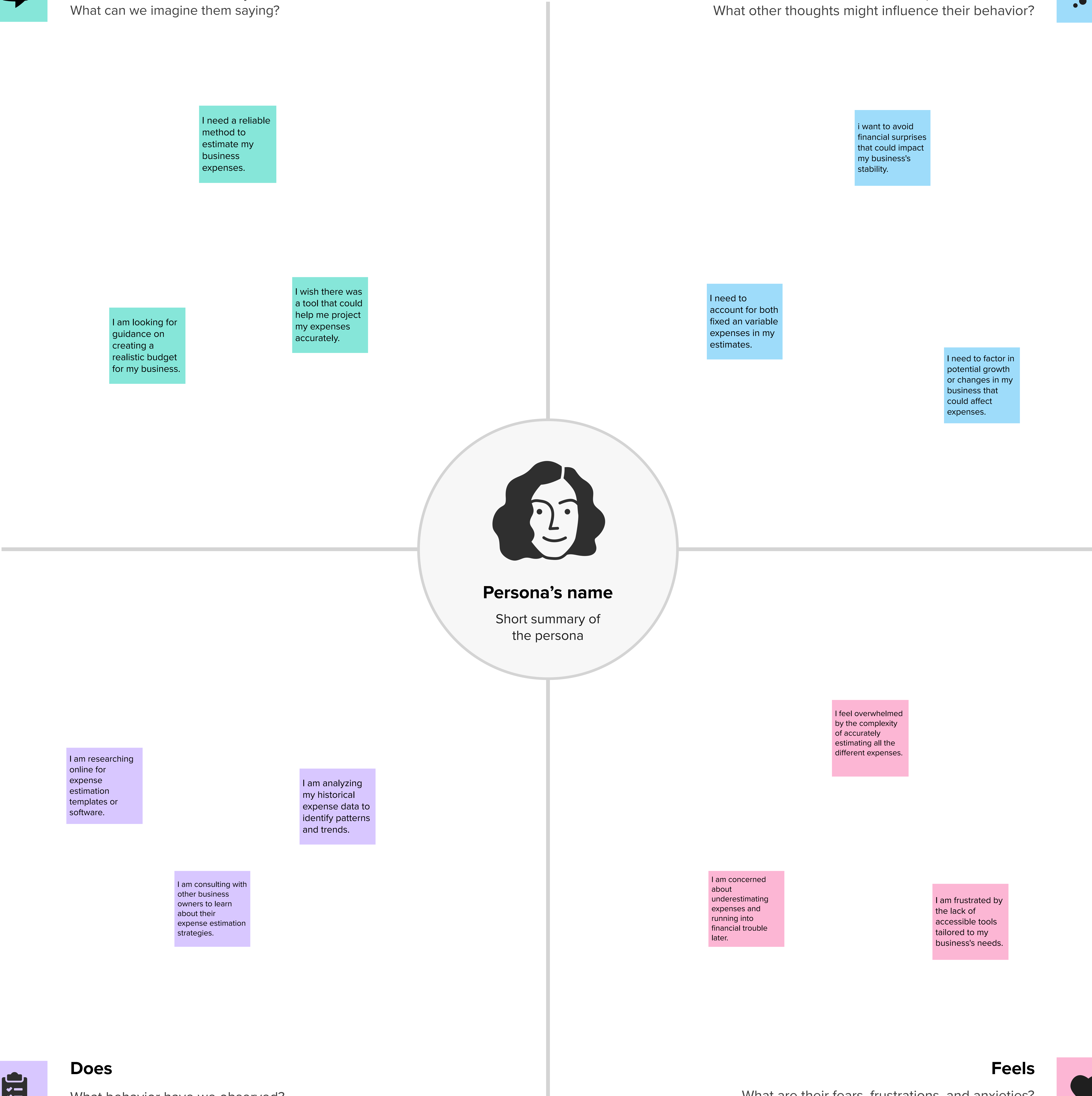
Says

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?



I need a reliable method to estimate my business expenses.

i want to avoid financial surprises that could impact my business's stability.

I am looking for guidance on creating a realistic budget for my business.

I wish there was a tool that could help me project my expenses accurately.

I need to account for both fixed an variable expenses in my estimates.

I need to factor in potential growth or changes in my business that could affect expenses.



Persona's name  
Short summary of the persona

I am researching online for expense estimation templates or software.

I am analyzing my historical expense data to identify patterns and trends.

I feel overwhelmed by the complexity of accurately estimating all the different expenses.

I am consulting with other business owners to learn about their expense estimation strategies.

I am concerned about underestimating expenses and running into financial trouble later.

I am frustrated by the lack of accessible tools tailored to my business's needs.



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?