



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?

: Small
Business
Owner

Short summary of
the persona

"I need to keep
a close eye on
my expenses to
ensure
profitability."

"I wonder if there
are any tools or
software that can
simplify expense
estimation."

"I sometimes find
it overwhelming
to track all the
different
business costs."

"Are there
industry
benchmarks I
can refer to for
comparing my
expenses?"

Collects and
organizes
receipts,
invoices, and
financial
statements.

Searches online
for tips on better
expense tracking
and estimation
techniques.

Anxious about the
potential impact of
inaccurate expense
estimation on the
business's financial
health.

Frustration when
dealing with
unexpected
expenses that
weren't
accounted for.



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?