

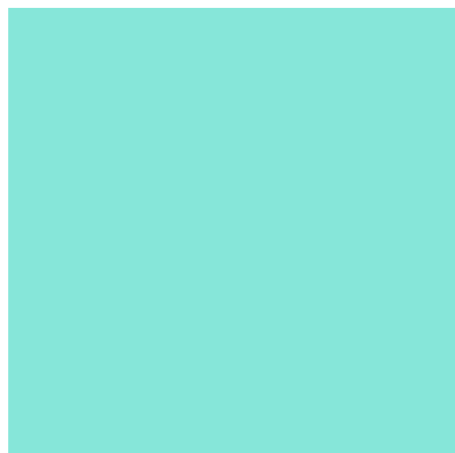


Says

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

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

Estimating expenses accurately helps me plan for the future and make informed decisions




Thinks

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

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

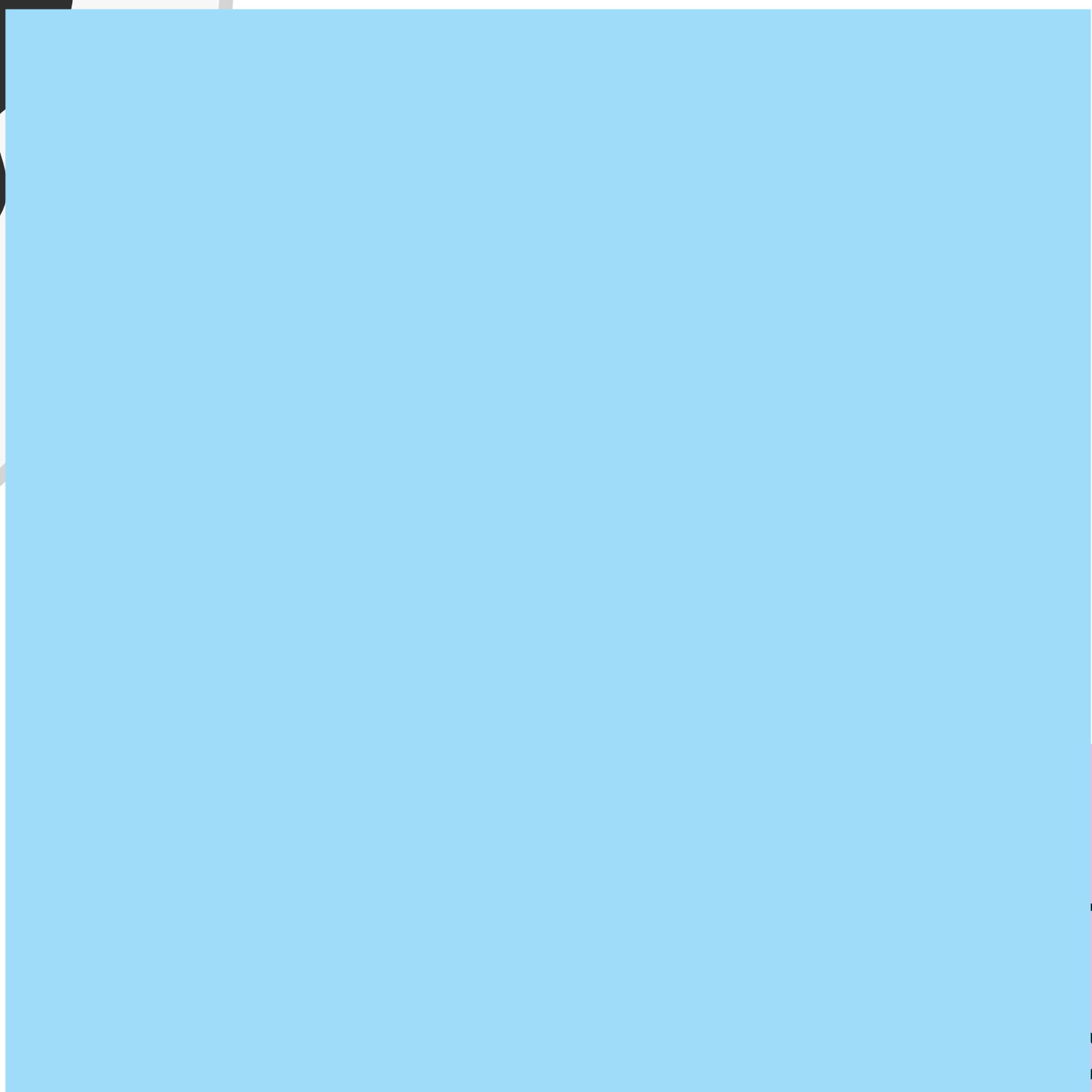
Accurate expense estimation will help me allocate resources more efficiently



Small Business Owner

Pe

Short summary of the persona



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

Relief and confidence when able to accurately project expenses and allocate funds accordingly

Collects and organizes receipts invoices and financial statements

Consults with other small business owners to learn about their strategies for estimating expenses



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?