



Says

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

Says:

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

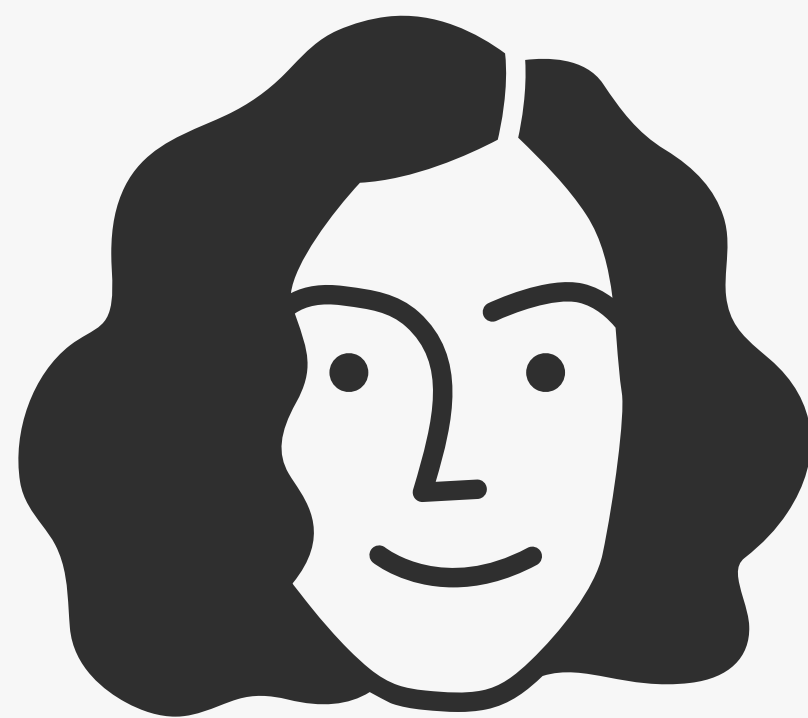


Thinks

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

Think

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



Persona's name
Short summary of the persona

Doest

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

Field

Overwhelmed by balancing creative design work with financial management



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?