



Says

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

"I'm not sure how to estimate my business expenses accurately."

"I'm worried about overestimating my expenses and not having enough money to operate."

"I'm also worried about underestimating my expenses and running out of money before the end of the month."



Persona's name
Short summary of the persona

Tries different expense tracking tools and software.

Searches for information on how to estimate business expenses.

Creates a budget and tracks expenses regularly.

Thinks



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

"I'm not sure where to start when estimating my expenses."

"I'm afraid of missing some important expenses."

"I'm worried about making mistakes in my calculations."

Overwhelmed

Stressed

Uncertain

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?