

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've heard concerns about the rising costs of raw materials.

People mention the need for accurate budgeting to avoid financial surprises.

Some individuals express frustration about unexpected business expenses.

I've overheard discussions on the importance of cost optimization.

Wants to have a clear understanding of all business expenses to make informed decisions.

Needs a reliable expense tracking system to prevent overspending.

Hopes for costeffective solutions that reduce operational expenses.

Dreams of achieving better profitability through efficient expense management.



Persona's name

Short summary of the persona

Actively tracks and records all business expenses, both fixed and variable.

Regularly reviews financial reports and budget plans.

Seeks costsaving opportunities and negotiates with suppliers.

Collaborates with the finance team to ensure accurate expense reporting.

Fears financial instability and potential business losses.

Frustrated by the complexity of managing various business expenses.

Anxious about the impact of economic fluctuations on costs.

Stressed about the responsibility of controlling expenses.



Does

What behavior have we observed? What can we imagine them doing?



What are their fears, frustrations, and anxieties? What other feelings might influence their behavior?



