



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?

Business expenses are costs incurred in the ordinary course of business.

Business expenses need not be required to be considered ordinary or necessary.

Every business tracks these expenses throughout the year for tax purpose.

Business expenses are also deductions from taxable income.

Necessary means that the expenses are appropriate.

Ordinary means that the expense is common in the industry.



Persona's name
Who involved in business expenses.

Business owner might meet be able to manage.

Manage is unable while without making expenditure.

Fear about processing fees like credit card processing fees.

They make confidence by the licenseand regulatory fees.

Someof them feels like they chooses the correct one.

Advertising the business and having marketing experience.



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?