

Says

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

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

Business

ordinary or

necessary.

Necessary

means that

appropriate.

are

the expenses

expenses need

not be required

to be considered



Thinks

Ordinary

means that

the expense

the industry.

is common in

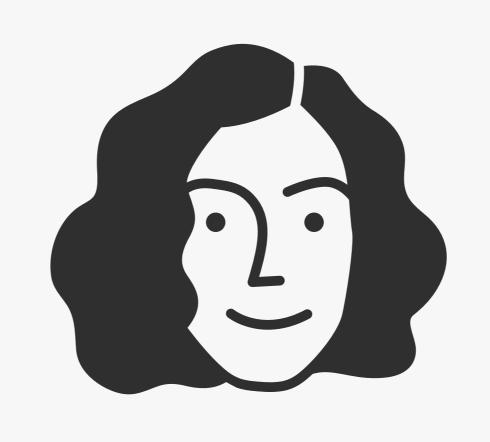
Business expenses are costs incurred in course of business.

the ordinary

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

Business expenses are also deductions from taxable

income.



Persona's name

Who involved in business expenses.

Business owner might meet be able to manage.

> Advertising the business and having marketing experience.

Does

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

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.

Feels

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

