



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?



Persona's name  
Short summary of the persona

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

Overwhelmed by balancing creative creative design work with financial management

1.research online for accounting solution tailored to interior design businesses  
2.gather and organise receipts,invoices,and project -related financial data



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?