



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?

**Estimation expenses is always a challenge.**

**The estimator must understand the scope of the business.**

**How much money will it take to start business.**



***BUSINESS MAN***

**If the estimation exceeds your budget you can plan before starting the project.**

**Compare your rates against competitors.**

**Tracking your business expenses should become a habit.**

**Collect data points that includes surveys,interviews,focus groups and observation.**

**Create a list of monthly expenses.**

**Calculate material costs for business.**

**Avoid unnecessary charges.**

**While we work together it will decrease our time.**

**Review your budget for every few months.**



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?