



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?

We need
to control
costs.

It's
essential
to keep
costs low.

Balancing
cost saving
and quality
of service.

I am
worried
about the
budget.

I don't know if
we're
overspending.
it's challenging to
predict
unexpected
costs.

Estimating
expenses
is time
consuming.

Are these
expenses
necessary.

I wonder if
we can cut
costs without
sacrificing
quality



Tracking
receipts and
documenting
expenses

Seeking
approval
for larger
expenses.

pressure
to find
the best
supplier.

Anxious
about
financial
stability.

They
research
vendors and
negotiate
prices.

Collecting
and
categorizing
receipts and
invoice

Frustration
with
unclear
expenses.

I am
concerned
about
overspending



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?