



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?

What do I think about realm of business expenses ?

What is the visual exploration of the various expenditure incurred by different business ?

What ideas I have to spend money on business ?

What can I do to get more profit ?

Is this so hard for me to estimate the business expenses ?

Wasting too much money to start a business ?

Can I have best place which is apt to develop my business with less investment?

What other opinions on expenses of business ?



TEAM 1

Estimation of Business Expenses

Distribution of expenses

Identifies key cost drivers

Highlights areas of potential optimization or concern

Ask any friends or any senior entrepreneur

Fear to invest on business

Anxieties on failure

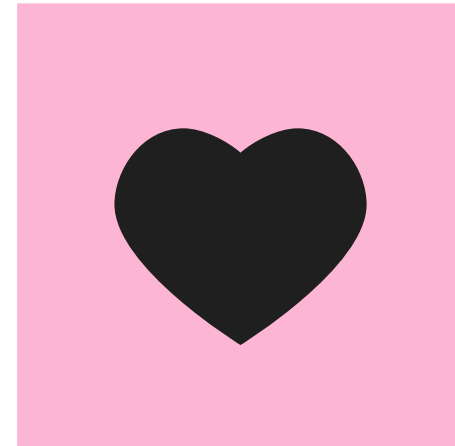
Overwhelmed on getting profit

Fear to sustain statistics of business profits to invest



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?