



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

Estimating business is an important step in determining how much money we need to start and keep our business running without encountering cash flow problems.

Estimation of business expenses helps us determine our projects budget, schedule the work necessary and manage new resources

It gives an idea of the cost of the work and hence its feasibility can be determined.

It's a key technique for predicting and controlling project risks.

Cost estimation is to predict the quantity, cost and price of the resources required to complete a job within the project scope.

Estimating increases profitability for our business,resource management become sufficient, our customer, interaction might improve.

For a business to run smoothly it is important to understand the concept of cost estimation.

A customer usually request estimates from various sellers or service providers to select the best offer that works for customer in a particular market.

It helps me to decide whether to take on the project.

It is essential for business to stay competitive and attract potential buyers, customers or client.

In my opinion, estimate is to help a business plan for and successfully complete project.

I felt that more accurate estimations result in smoother execution of the project.



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?