



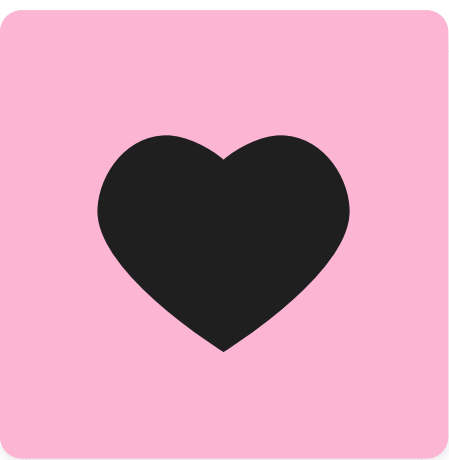
Says

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?



Feels

What are their fears, frustrations, and anxieties?
What other feelings might influence their behavior?



Does

What behavior have we observed?
What can we imagine them doing?

See an example



a line-by-line description of the work you expect to perform if your client accepts your estimate.

a process where project managers predict the amount of money they need to fund their projects

the process of finding an estimate or approximation

We need to estimate how much paint we'll need for the job

statement that gives the value of the cost incurred in the manufacturing of finished goods.

the process of finding an estimate or approximation

the estimation of costs, the setting of an agreed budget, and management of actual and forecast costs against that budget

accounts for each element required for the project — from materials to labor — and calculates a total amount that determines a project's budget.

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

The previous house cost us \$175,000 to build, therefore this one is likely to cost \$200,000.

costs of operating a business

a line by line description of the work you expect to perform

the process of finding an estimate