



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?

A business estimate is a document that provides potential clients with an approximation of the costs associated with the goods or services they are interested in

Estimates are important because they allow businesses to set expectations for their customers. They also help businesses determine whether or not a project is feasible and how much profit they can expect to make.

An estimate can also be used to calculate the cost of a project. This includes the cost of materials, labor, overhead, and any other expenses that may be incurred.

As a business owner, you know that time is money. In order to keep your business running smoothly, it's important to be able to create accurate estimates.

They can also be used to find out how much material or labor is needed for a job. An accurate estimate can mean the difference between winning and losing a contract.

Estimation (or estimating) is the process of finding an estimate or approximation, which is a value that is usable for some purpose even if input data may be incomplete, uncertain, or unstable.



Persona's name
Short summary of the persona

estimate-n, 1) a rough calculation based on incomplete data. 2) a preliminary statement of the approximate cost for certain work. 3) a judgment or opinion.

Parametric estimating. Often, companies possess a lot of historical project information that sits unused. ...

If you provide an estimate, your price could increase or decrease depending on the time and materials it takes you to complete the job. But if you quote the customer, they need to pay you the quoted price.

A detailed estimate is drawn up when there's more information available or the scope of the project is better known. Detailed estimates include incredibly detailed information on quantities, costs and rates—in fact, all items necessary to complete the project.

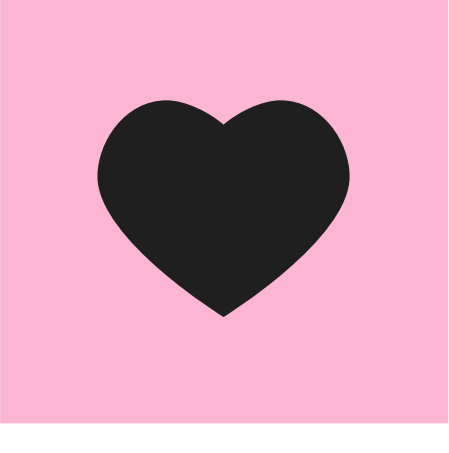
Estimation is a rough calculation of the actual value, number, or quantity for making calculations easier. Example: When taking a cab or waiting for a bill at a restaurant, we tend to estimate the amount to be paid. In short, it is an approximate answer.

The culmination of the estimating process is the determination of the price which we present to the customer in hopes of convincing them to exchange their dollars for our products and services.



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?