



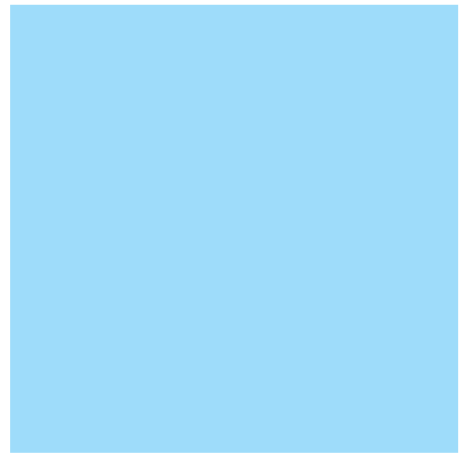
Says

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?



Concept of  
cost  
estimation

Sbstantial  
profit  
margin

Cost of  
manufacturing

Transportation  
charges

Fullfilling  
business

Inventory

Profit

Marketting



Controlling  
project risk

very use for  
business  
society

Know the  
cost of  
estimation

High low  
profits

Confidence

Solving  
budget  
probems

Money  
manaagement

Work  
necessary



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?