



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?

It was more difficult to Estimate the expenses costs at the beginning.

I wish to had a best way to track the expenses cost.

The planning of our budget must need to more effective.

How does the accuracy of estimation can improved through analysing old data carefully.

Difficuty in fixing the expenses limit to estimation cost of the business

The user was thing about Expenses estimation is must be crucial for him/her financial status

Esimation of Business Expenses

The user must need ready to face any problems involving durig estimation.

Uses accounting software to estimate expenses.

Analyses historical data to inform expence project.

Consults with the fiance validate estimate.

Stressed about making budgeting error.

Anxious about an unexpected financial challenges.



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?