

## Says

What have we heard them say?
What can we imagine them saying?

Thinks
What are their wants, needs, hopes, and dreams?



Estimate in business refers to the value or quantity of something that is approximate and not exact.

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

What other thoughts might influence their behavior?

An estimate is based on past experience and knowledge of current trends.

. It is generally used when there is uncertainty about the future. For example, when a company is planning a new product launch, they will use an estimate of the demand for the product

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

Every business has different requirements, depending on the type of products or services it sells, the size of the company, and the stage of growth of the business.



## Persona's name

Short summary of the persona

It includes a detailed breakdown of the expected costs

An estimate is typically used when the final cost of a project is uncertain.

including materials, labor, and other expenses.

Impatience will affect on the estimation of buisness expenses.

Neglecting important methods can lead to serious consequences, such as legal penalties.

tracking
expenses helps
us identify areas
where we tend
to overspend.



## Does

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



See an example

**Feels** 

