

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?



Break down the project in to phases and tasks

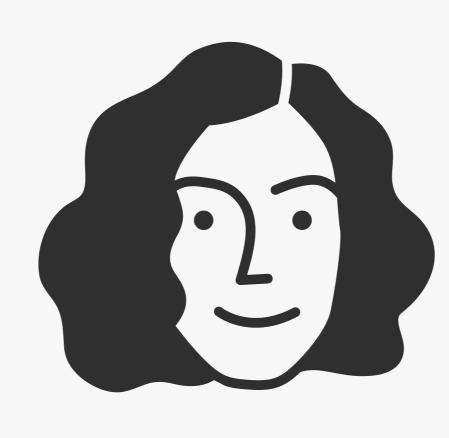
An expenses is money spent to acqire

Calculate the cost for each task

Calculate the total cost of the project

Purchases made by compaines

Expenses includes daily transaction everyone encounters



Estimation of business expenses

Short summary of the persona

To generate revenue

Expenses will be subtracted from business

Helps set aprofit margin and sales price

Helps
understand
business
cash flow

Increase in any type business expense lower profuit

Ordinary costs incurred, operate your business

Does

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



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

