



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

Calculate
the cost for
each task

Calculate
the total
cost of the
project

An expenses
is money
spent to
acquire

Purchases
made by
compaines

Expenses
includes daily
transaction
everyone
encounters



Estimation of business expenses

Short summary of
the persona

Helps
understand
business
cash flow

To generate
revenue

Expenses will
be subtracted
from business

Helps set
aprofit
margin and
sales price

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?



Feels

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