



Says

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

- They are excited to see how this project can transform the way they plan and manage expenses in education.

- A solution to help them accurately estimate expenses for their educational initiatives.

- Estimating expenses accurately is a real challenge for them.

Thinks

What are their wants, needs, hopes, and dreams?
What other thoughts might influence their behavior?



- To confidently allocate funds without over estimating or underestimating.

- They wish there was an easier way to calculate costs and budget effectively.

- They need to find a solution that considers both fixed and variable expenses.



- Gather data on past projects to try and predict future expenses.

- Increased confidence in financial planning and allocation of funds.

- They search online for tools or methods to help with expense estimation.

- Relieved that a solution exists to help them with accurate expense estimates.

- Frustrated by unexpected expenses cropping up later in the project.

- Anxious about overspending and not having enough funds.

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?

