

## Says

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

> As a business owner or a manager ,I want to estimate my expenses accurately so that i can plan my budget effectively

I need a tool or resource that can help me estimate my expenses accurately and provide insights into cost-saving strategies.

I need necessary information to estimate my expenses effectively.

**Thinks** 

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



I am concerned about the potential costs involved in running my business.

I need to consider various factors such as rent, utilities, salaries , marketing supplies and equipment .

By creating a comprehensive budget and regularly reviwing and adjusting it as needed.

## BUSINESS OWNER

I will research and gather information about typical expenses in my industry.

I may consult with other business owners or professionals to get a better idea of what to expect.

I will identify patterns and trends in my expenses.

I may feel anxious or overwhelmed when thinking about the uncertainity of expenses.

Its important for me to have a clear understanding of the potential costs to avoid any financial surprises.

Risk aware investor may feel cautious about potential financial risks.

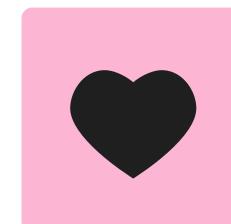


## Does

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?



**Feels** 

