



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?



Technical features are more important

The cost estimation to determine options which provide the best approach to achieving the benefits while preserving savings

It provides information that can be projected through various formal or informal processes most likely to describe the missing information

The expenses of cost include but are not limited to expenses incurred for travel and entertainment

An estimate that turns to be incorrect will be an overestimate if the estimate exceeds the actual result

Need for collabroration

Research more about the information

Compares previous year expenditure

Gather financial expenses

Unsure about their prediction

Stressed

Anxious



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?