



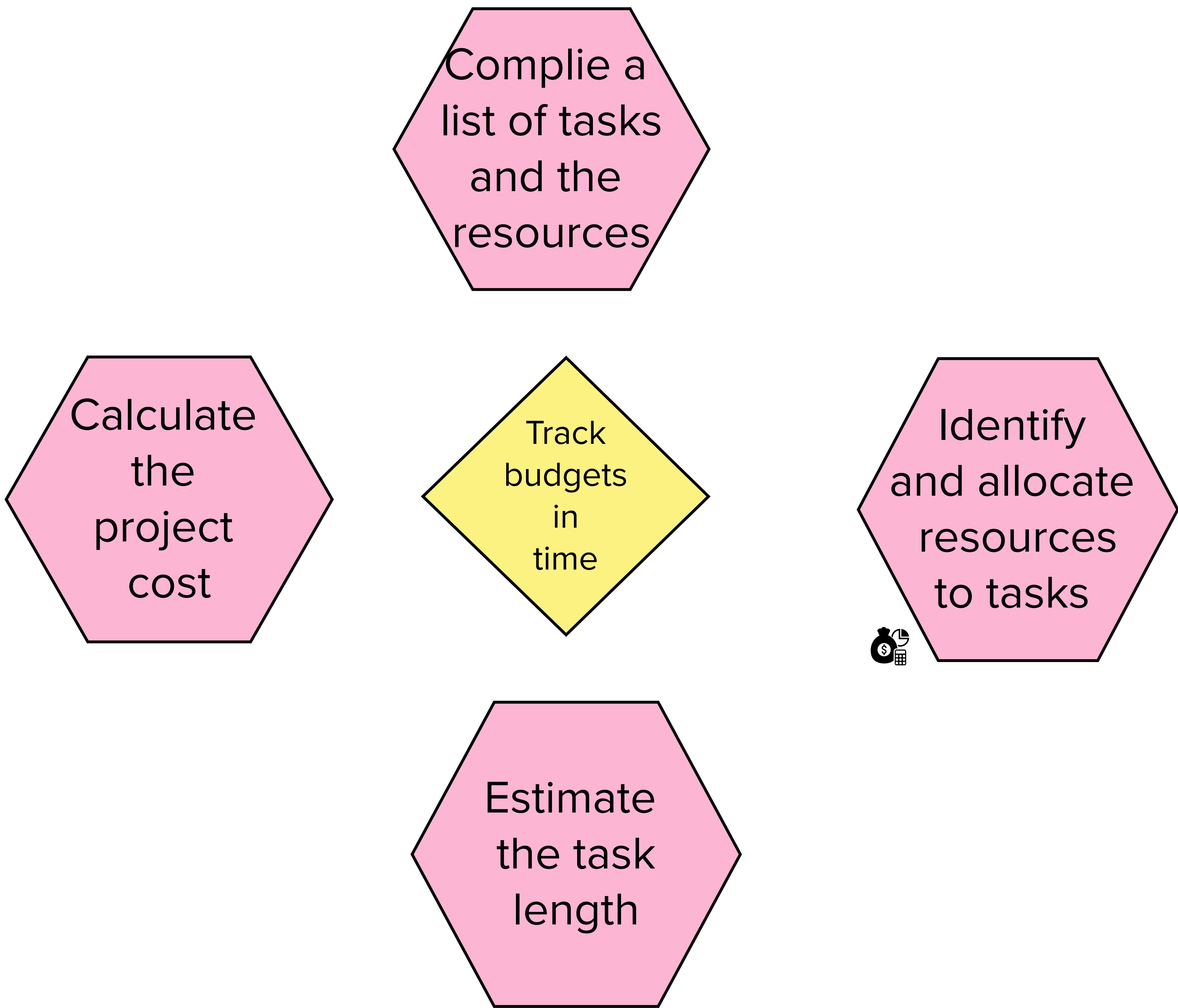
Says

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?



Allows the better understanding of the project

Help you decide whether to proceed with the project

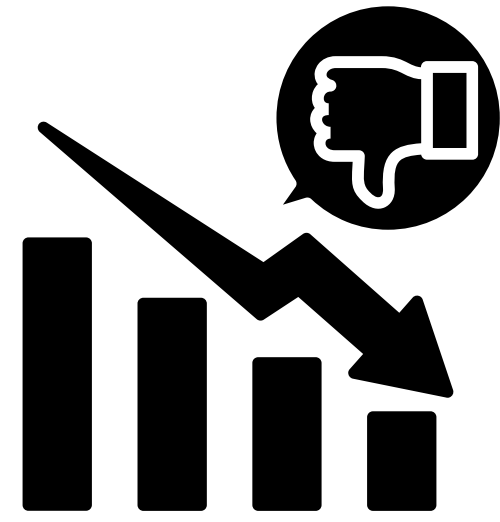
Helps estimate a completion date

Improves client relationships

Determines if you have enough funds



Elimination of disadvantages of estimation in business expenses

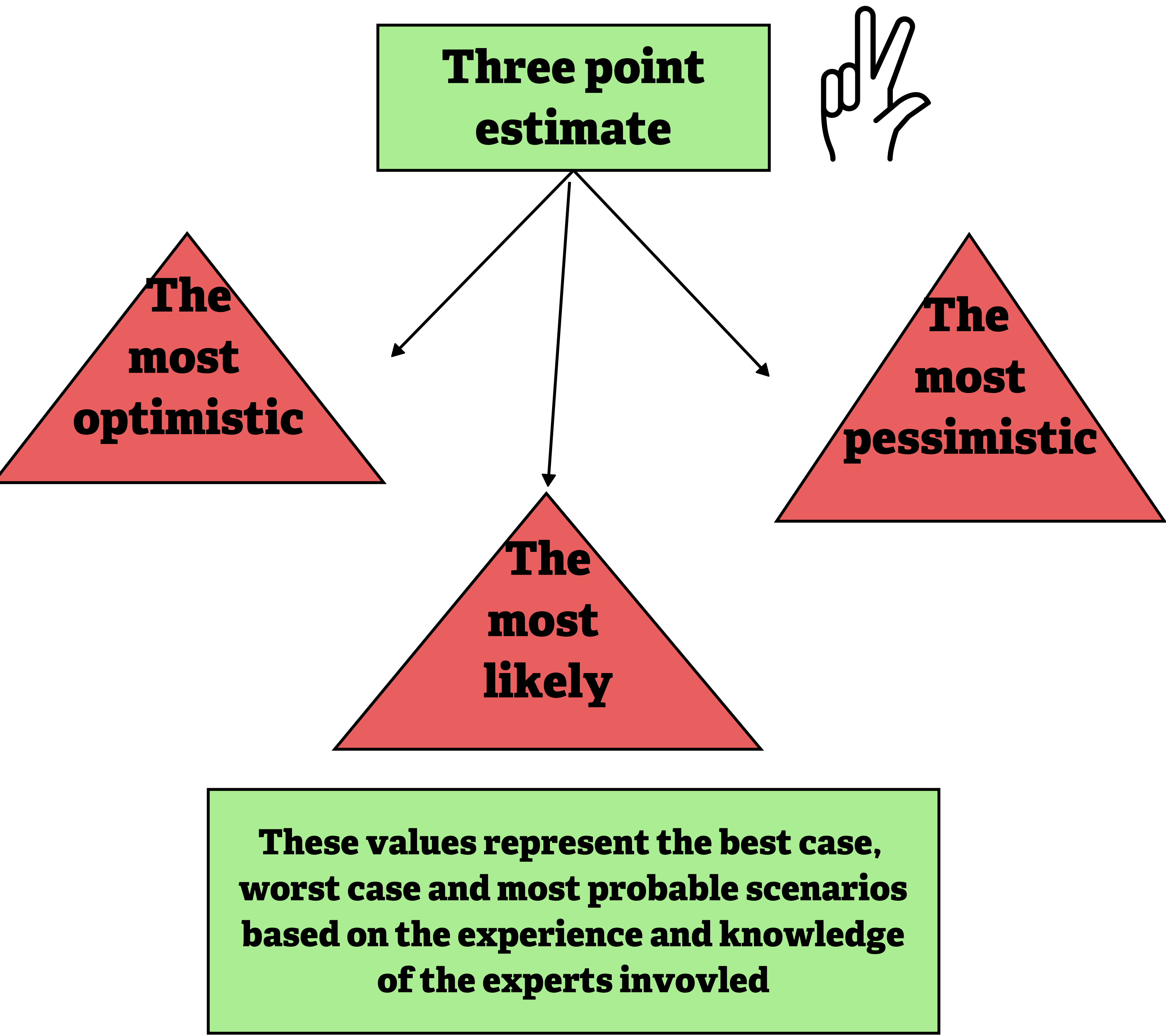
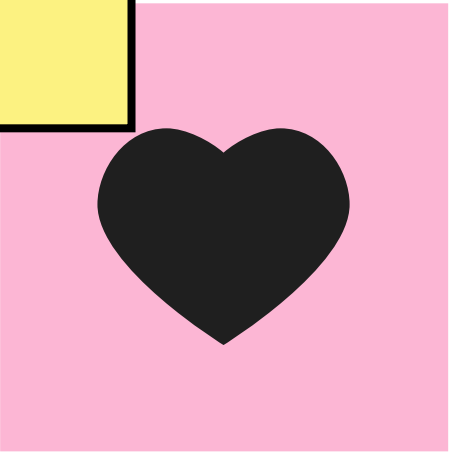


Wants and needs of everyone and everything must be planned perfectly before the estimation

Estimation of business expenses should have clear policies and spending information

Rather than giving employees an incentive to spend their entire budget,try to come up with the system where they spend what they need

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



Does

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