



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?



Feels

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

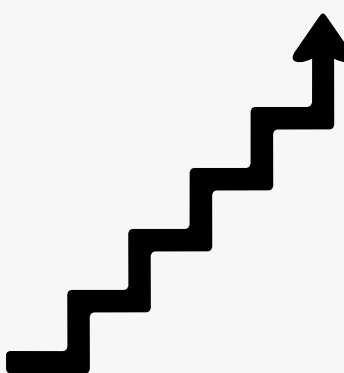


Does

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

 [See an example](#)

ESTIMATION OF BUISNESS EXPENSES



1 Estimating all the expenses is requiured to start the business

2 Shows the process & current stages of the business

3 Typicly similiar to data analysis

It is an indispensible process that provides numerous benifits

We can avoid unnecessary expenses

Estimating the expenses plays a major role in Marketing

We can observe the benifits of the estimation like Resource allocation

It helps to improve the decision making & competitive advantage

We can observe the risk & helps to manage the buisness

1 High vaule of implementation

2 Market condition may cause the fear about the expenses

3 Inaccurate distribution of resources within the project