



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?

I need a more efficient way to estimate expenses

I need accurate estimate expenses for budget planning

There must be a better way to gather expense data

I hope these estimates are reliable to avoid budget shortfalls

I struggle to gather data from different departments

I need support in obtaining accurate figures from department heads



Expense Estimator
Financial analyst

Collects historical expense data

Pressure to ensure the estimates are precise

Communicates with department heads for expense projection

Analyses data to create expenses estimate

Diffculty in obtaining accurate data

Determined to improve the process



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?