



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 actionable insights from this report to make informed decisions."

How can we reduce unnecessary expenses and optimize our budget?"

"Are our expenses in line with industry benchmarks?"

"How can we allocate resources more efficiently?"

"I want to see clear visualizations to quickly grasp the financial data."

"Are there any specific areas where we're overspending?"

"What actions can we take based on the report's findings?"

"Are there any unexpected expense patterns?"

ESTIMATION
OF BUSINESS
EXPENSES

Analyze the visual representations and dashboards provided in the report.

Compare current expense data to previous reports to identify trends.

Curious about the data and its implications.

Anxious about potential areas of concern.

Look for cost drivers and potential areas of optimization.

Discuss findings and recommendations with colleagues or teams.

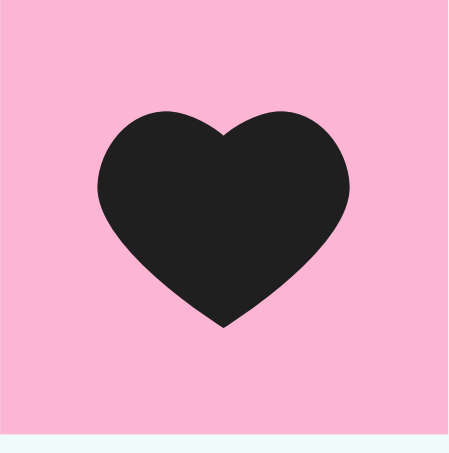
Hopeful that the report will offer solutions for improvement.

Focused on making data-driven decisions.



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?