



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?

How do you estimate expenses ?

Categorize expenses as fixed or variable

Gather your financial statements

Examine your expenses

Create a list of monthly expenses

What is the meaning of estimate expenses ?

The over all expected future expenses

Amount of the expenses which the authority

Authority considers haven been properly incurred

Capital employed in a project or good manufacturing



Persona's name
Short summary of the persona

Benefits of estimate expenses

Budget planning
improve decision making

Using cost estimation

Maintain a competitive edge

Risk management

How to business expenses?

Forming an official legal business

Getting and fulfilling orders

Every business has different requirements

Allow the expense of hiving an attorney

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?