



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?

This is achieved by analyzing historical data, gathering client input, and detailing each resource's duration of use in the project.

By assessing these factors, you can develop a comprehensive estimation of the project's financial requirements and resource allocation.

Certainly, estimating business expenses for a project involves forecasting the time, cost, and resources needed.

Project cost estimating is a critical step during the project planning phase because it helps project managers create a project estimate that turns into a project budget that covers the project costs that are needed to achieve the goals and objectives of the project set forth by executives and project stakeholders.

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These benefits include budget planning, resource allocation, risk management, improved decision-making, and competitive advantage. Using cost estimation, organizations can ensure the success of their projects and maintain a competitive edge in their respective industries.



Persona's name

Short summary of the persona

The user perspective on your project's expenses will depend on various factors. Users will likely consider the value they perceive in the project, its benefits to them, and how well it meets their needs. If the project offers a solution to a problem they face or enhances their experience, they might view the expenses more favorably.

However, if the costs outweigh the perceived benefits, they might be more hesitant. Understanding your target audience and communicating the value proposition clearly can influence their perspective on the expenses.

The way users react to your project's output can vary widely. It depends on factors such as the quality of the output, how well it meets their needs, and their expectations

Conducting user testing and gathering feedback can give you insights into their reactions, helping you refine your project and address any concerns or suggestions they might have. Remember that user feedback is valuable for continuous improvement.



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?