



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?

payrollsoftware
and other
business cost

business
cost can
quickly add
up

knowing your
monthly,weekly
and daily burn
rate

spends
money will
help you
keep your
expenses

prioritizer
the cost that
will sustain

it all depends
on the
company's
business plan

we can
eliminate
non essential
expenses

company
and its
strategy goal



TEAM 3

Estimation of business
expenses

understand
your
financial
statement

we focus on
direct cost

utilizes,supplies
and insurance

periodic
reviews of
over head
expenses

avoid lack of
time

Need
purchase
quickly

To find a
better deal

Do your
reesearch
later



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?