



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?

Historical Data:
Look at past financial statements to identify recurring expenses and cost trends.

Reliable and consistent product availability, convenience, and a positive buying experience.

Management Reports:
Review reports, meetings, or announcements by company management for insights into upcoming expenses.

Compare your expenses to industry averages to gauge reasonableness.

Wants: Quality products or services, competitive pricing, excellent customer service.

Hopes: To have their problems solved, receive value for their money, and build a long-term relationship with the brand.



Estimation of business expenses

Short summary of the persona

Historical Data:
Analyze past financial records to understand how the business has spent money over time.

Management Decisions:
Consider past decisions by the management, such as cost-cutting measures or investments in new projects.

Anxiety stems from unpredictable market conditions affecting pricing and demand.

Employee Feedback:
Take into account feedback from employees regarding budget needs and observed changes in spending habits.

Envision how actions by competitors, such as price adjustments or innovative cost-cutting measures, might influence your own expense decisions.

Complacency can lead to overlooking cost-saving opportunities.



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?