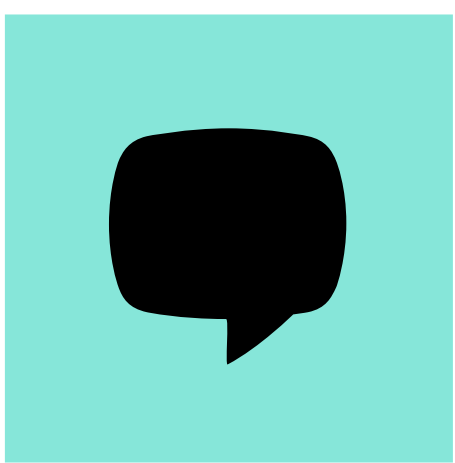


Empathy map for Estimation of Business Expenses.



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?

Accurate  
expense  
estimation is  
crucial for  
budget planning

Can we find a  
way to make  
expenses  
estimation  
more efficient?

We need a  
reliable way to  
forecast future  
expenses

It's  
challenging  
account for  
unexpected  
costs

I hope this  
project will  
help us avoid  
budget  
overruns

We need to  
consider  
various factors  
that influence  
expenses



Researchers  
historical  
expenses  
data

Communicates  
with difference  
department for  
expenses  
insights

Frustration  
when  
expenses  
exceed  
projection

Anxious about  
expected  
financial  
surprises

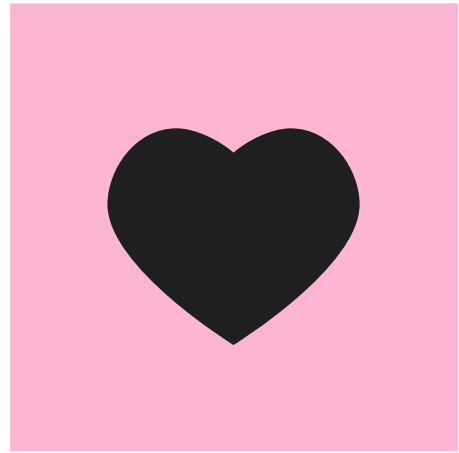
Seeks tools or  
for more  
accurate  
expenses  
prediction

Concern  
about making  
informed  
financial  
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?