



Says

What have we heard them say?
What can we imagine them saying?

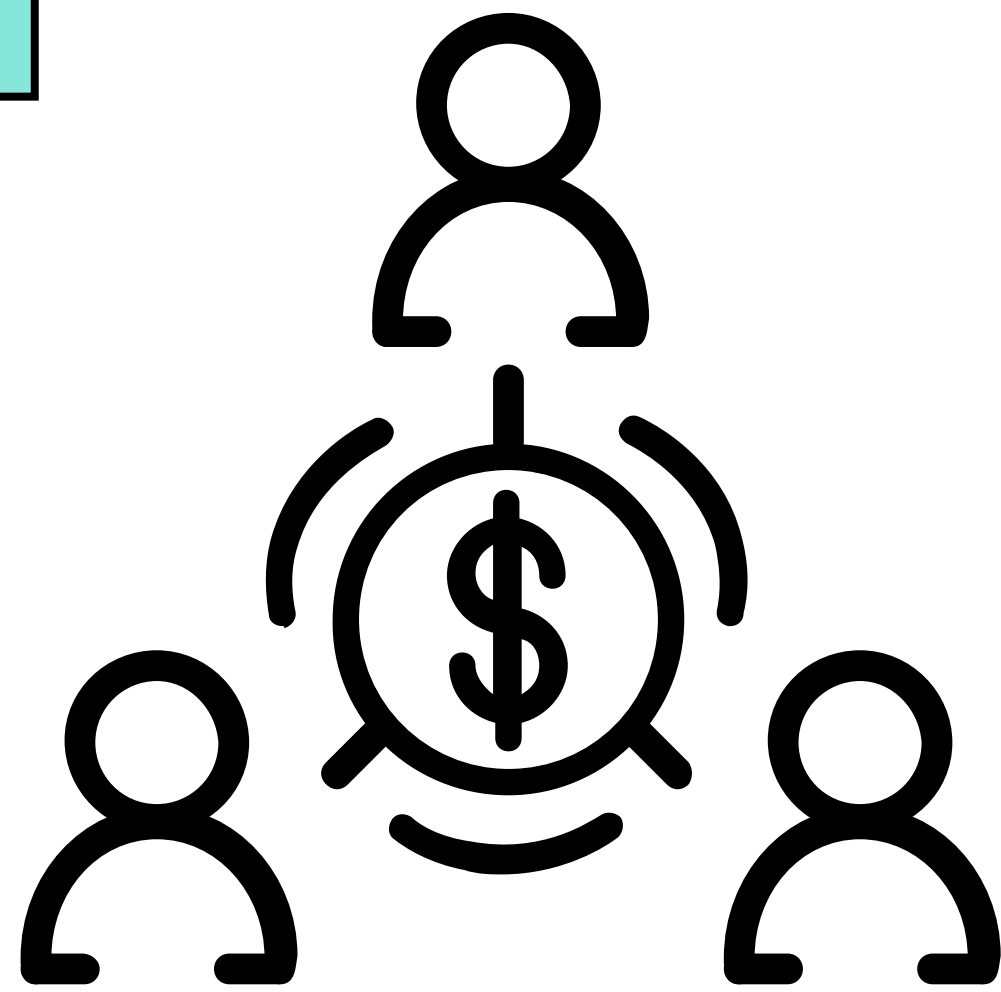


Thinks

What are their wants, needs, hopes, and dreams?
What other thoughts might influence their behavior?

What are the different factors I should consider when estimating my business expenses?

I need to estimate my business expenses accurately.

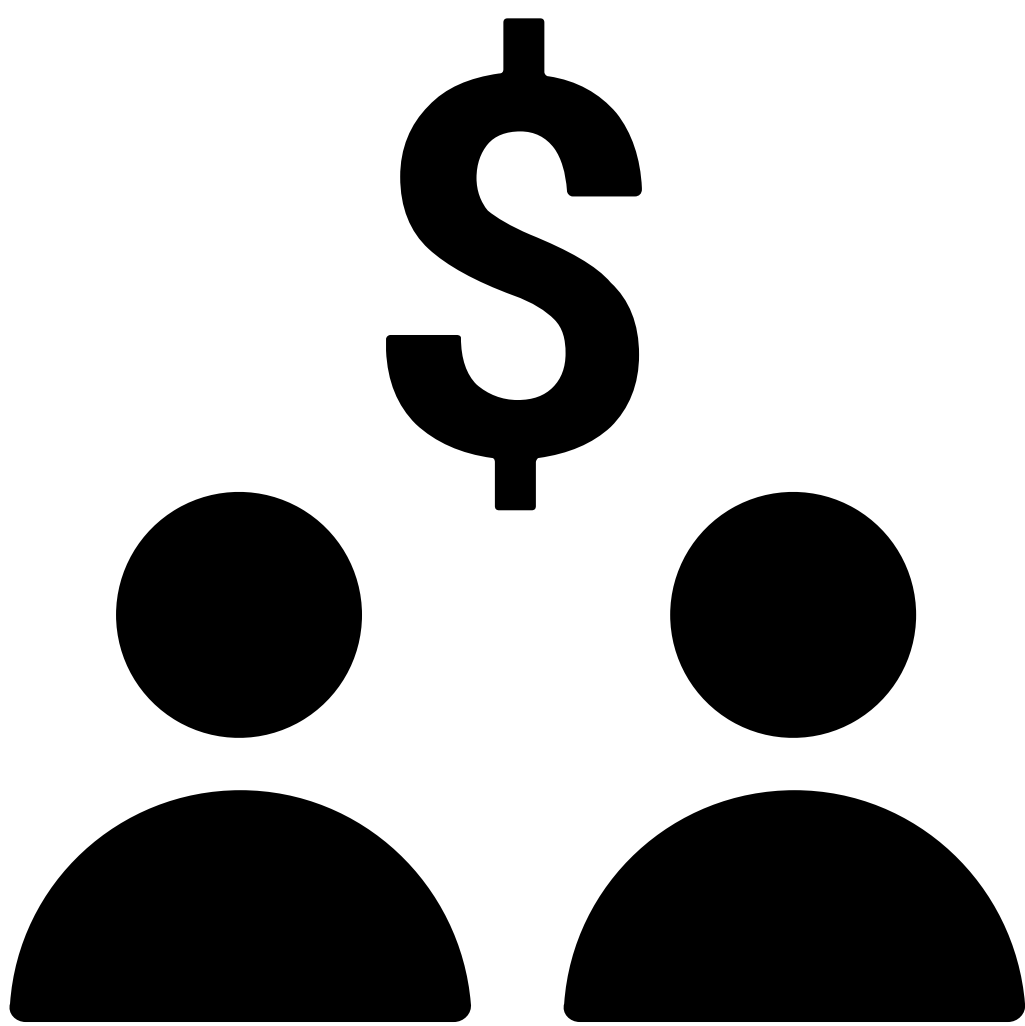


I need to find a reliable method or tool to help me with estimating my business expenses.

I'm not sure how much I should allocate for each expense category.

I'm not sure if I have the financial knowledge to accurately estimate these expenses.

Estimating too high might lead to over-budgeting, while estimating too low could result in financial difficulties.



If I can find a better expense tracking system, it will save me time and reduce my stress.

I want to be as accurate as possible with my estimates to ensure I have enough funds.



Estimation of Business Expenses

Researches different methods and tools for estimating business expenses.

Analyzes past financial records and receipts to get an idea of previous expenses.

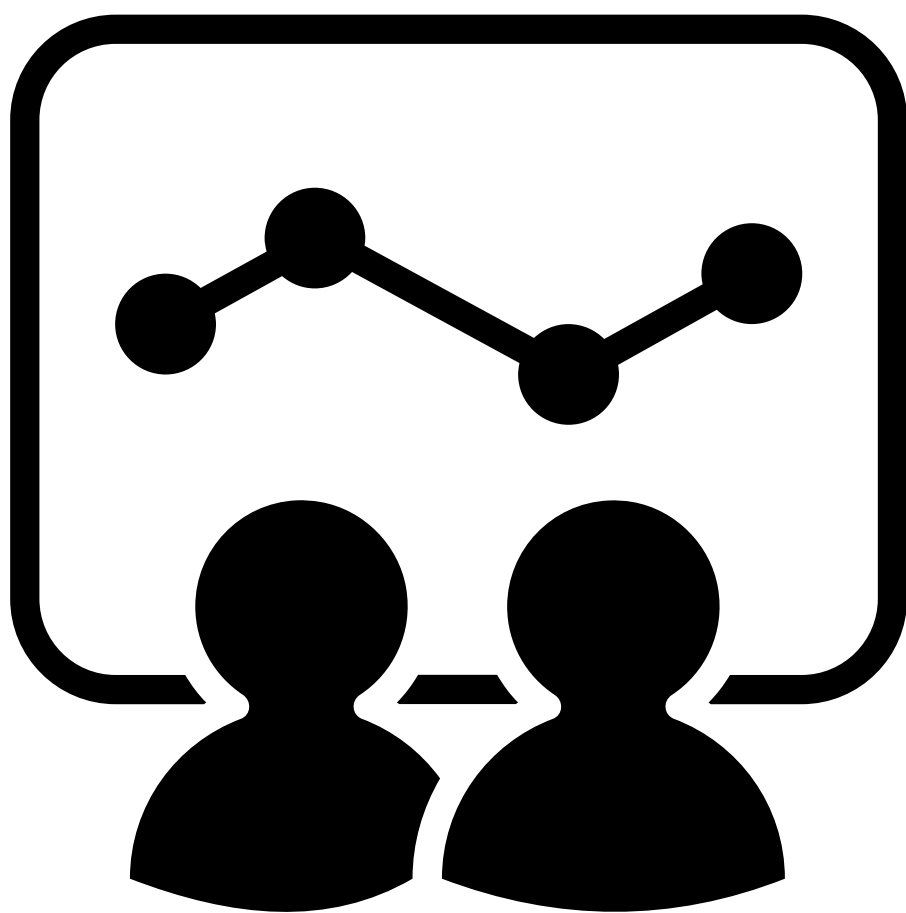


Consults with colleagues or experts in the field for advice on estimating expenses.

Breaks down expenses into categories and assigns a budget to each.

Hopeful: Believes that with careful planning and research, it is possible to estimate business expenses effectively.

Frustration: It can be challenging to estimate expenses accurately without prior experience or guidance.



Determination: Is motivated to find the best method or tool to improve accuracy in estimating expenses.

Concern: Worries about underestimating expenses and running into financial problems.



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?