



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?

"Its frustrating when expenses exceed our projections."

What do they say about estimating expenses?

"We need to be more accurate with our budgeting."

What might be going on in their mind?

"I hope I don't underestimate expenses again."

"Are there any hidden costs I'm missing?"



Researching historical expense data

Consulting with colleagues or experts

Implementing cost-saving measures

What emotions do they experience?

Anxiety about budget accuracy

Frustration when expenses go over budget



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?