

## Says

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

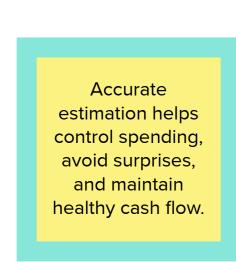


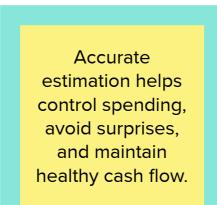
What are their wants, needs, hopes, and dreams? What other thoughts might influence their behavior?

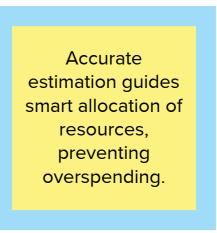


Estimating
expenses aids in
effective financial
planning, guiding
budget allocation
and resource
management.

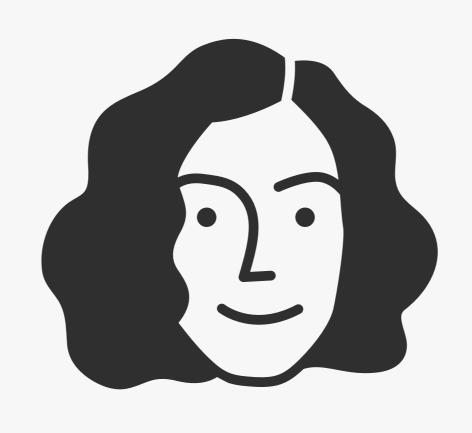
Estimation forms
the foundation of
a realistic
business budget,
guiding financial
decisions.





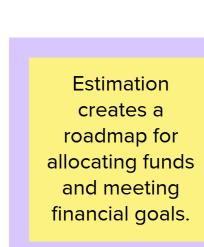


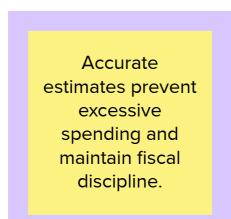


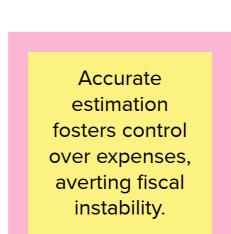


## Persona's name

Short summary of the persona

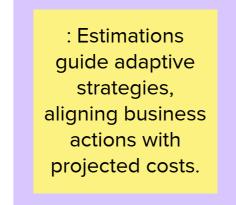








**Feels** 





What behavior have we observed? What can we imagine them doing?



What are their fears, frustrations, and anxieties? What other feelings might influence their behavior?

Estimation is the backbone of effective financial planning, ensuring prudent resource distribution



