



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?



Persona's name
Short summary of the persona

Accurate estimation helps control spending, avoid surprises, and maintain healthy cash flow.

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

Accurate estimation helps control spending, avoid surprises, and maintain healthy cash flow.

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

Accurate estimation guides smart allocation of resources, preventing overspending.

Estimates vs. actuals offer insights into financial efficiency, aiding continuous improvement.

Estimation creates a roadmap for allocating funds and meeting financial goals.

Accurate estimates prevent excessive spending and maintain fiscal discipline.

: Estimations guide adaptive strategies, aligning business actions with projected costs.

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

Accurate estimation fosters control over expenses, averting fiscal instability.

Estimations offer strategic insights, enabling nimble adjustments to financial strategies.



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?