

Says

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

They imagine of getting perfect calculation of expenses

They wish of getting rid of mistakes and misplacing money

They desire to lower their expenses and increase their profit

TOPIC:
ESTIMATION
OF
BUSINESS
EXPENSES

An automated accounting solution can help you figure out where to allocate resources or cut costs

Ask the respective managers to calculate respective to account for the costs

Using dedicated phone applications for tracking costs and expenses.

Does

What behavior have we observed?
What are the improvements can be done?

Thinks

What are their wants, needs, hopes?

What's the necessity of estimating the business expenses?

It allows us to do planning - both short and long term planning

It provides the inputs so as to forecast future milestones and plan future events

It also provides
a way for
businesses to
determine the
cost of building
a feature

The thought of making mistake is the major fear

Misplacing the money and calculating the payroll

Lack of financial knowledge or that something will happen because of this

Feels

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

