



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?

I need to estimate our business expenses for the next quarter

I'm not sure how to allocate funds for different departments

Budgeting is challenging;I need a clear overview of expenses.

I want to make accurate financial projections

I need to justify expenses to stakeholders

Budgeting mistakes could affect our company's financial health



Researching expense categories

Gathering past financial data

Determined to create a solid expense estimate

Seeking advice from colleagues or experts.

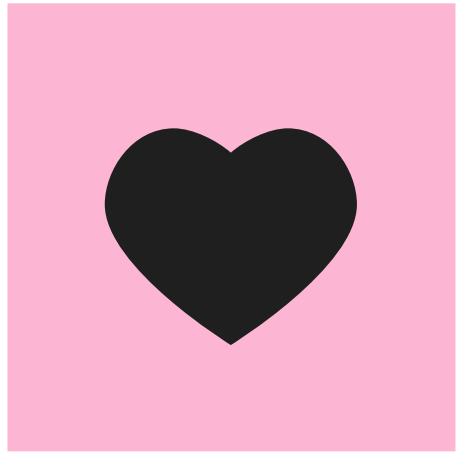
Anxious about making financial decisions

Frustrated by the complexity of budgeting



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?