

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?



Thinks

eatimated
expense
means the
amount of the
expense

an approximate projection of future expenses incurred in goods production completion of project

clearly state that the estimation is only an estimate Ototal
expenses =
net revenue
- net income

do the math

calculate your business startup costs before you lauch



bala murugan

Short summary of the persona

the business idea is grothing imy knowledge

this business is very knowledgeable

i improve my knowledge in this type of business

estimating all the expenses required to start and operate the business

an approximate projection of future expenses incurred in goods producation or completion of a project

a cost estimator is the professional who prepares cost estimates

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?

