



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?



Feels

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



Does

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

See an example

Estimation  
business of  
expense

Anjitha.E  
Estimation of Business  
Expenses

Estimated expenditure?  
A fair and reasonable  
estimate of the  
expenditure for the  
current financial year  
based upon a budget  
prepared by the landlord  
and submitted to the  
tenant.

Estimate of uses?  
Provides a  
reasonable  
accurate idea of  
the costs

Estimation budget?  
The process of  
estimation how much  
money a company will  
need in order to meet  
its financial goals over  
a specific period of  
time

Estimation?  
Estimation  
helps set a  
profit margin  
and sales price

Estimate and  
invoice?  
An estimate is a  
document that  
helps  
you present a quote  
to a customer

Estimate a  
payment?  
It does not asks  
a customer for  
payment

Latest estimation?  
The most recently  
communicated or  
approved estimate of  
financial performance  
specially related to  
sales

Standard  
estimation?  
Estimate of the  
standard  
deviation of the  
error term

Example estimation  
cost?  
The previous house  
cost us \$175,000 to  
build, therefore this  
one is likely to cost  
\$200,000.

Estimates prepared?  
Outline exactly what  
a client is going to  
pay for the job that  
your company is  
doing

Estimated error?  
An error made by  
using the equation of a  
regression line to  
estimate the value of  
the dependent  
variable from those of  
the independent  
variable

Process of  
estimation?  
Finding an  
estimate or  
approximately