



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?



Persona's name

Short summary of the persona

Business expenses are deductions from taxable income.

Estimation provides a reasonable accurate idea of the costs.

Estimation is a statement or calculation of expected costs, revenues or profits.

An estimation gives information about the items or services by the seller to the buyer with predicated prices.

Estimation helps in identifying the resource costs, project duration.

Companies breakdown their revenues and expenses in their income statement.

Cost estimation produces a reasonable budget for a task or project.

Estimation enables the buyers to know the average price in the market for a particular product or service.

It improved communication, connected people and revolutionized many different business.

It extract the insights from the data and put the data in the form of visualizations.

Accountants and financial leaders can use the expenses to create a company budget or file tax reports.

It helps to mitigate associated risks, reduced the impact of cost overruns on the estimation.