



**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?

identify  
similar  
products

choose the  
value that fit  
for your  
current  
projects

Compare  
Characteristics  
of Projects

estimating  
methods

three point  
estimating

analogous  
estimating



early time& cost  
estimates  
-by components  
-bucket  
methods  
50% to +100%

funding

bussiness  
plan

sales

early project  
planning  
-scope  
-Assumption  
-Method  
-Cuuent situation

etailed project  
plans  
-work  
breakdown  
situation  
-Activity list



**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?