



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?



BUSINESS

I need to cut costs"

"is there a more affordable option?"

"I'm worried about our financial health."

"How can we save money ?"

"Are there hidden costs we're not considering?"

" I want to make informed financial decisions".

Researches cost _saving strategies

Seeks out budgeting tools are software.

Prioritizes financial planning and monitoring

Anxiety about financial stability

Concerns about overs spending

Stress related to 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?