



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?

Gather feedback from customers about their pain points, needs, and expectations related to your business .

Translate customer insights into potential business strategies and initiatives.

Identify Common Themes in Their Feedback that Might Impact your Expenses.

Estimate costs associated with implementing these strategies to fulfill customer needs.



ESTIMATION OF BUSINESS EXPENSES

Accurate expense estimation helps businesses plan budgets, set prices, and make informed financial decisions.

Observe how customers interact with your products/services and what actions they take.

Understand the emotions and feelings your customers experience when using your products/services.

Note any actions that might require investments or expenses on your part.

Identify areas where Enhancing Customer Experience might Involve Additional costs.



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?