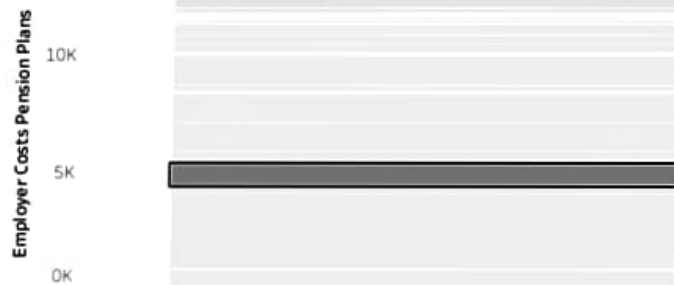




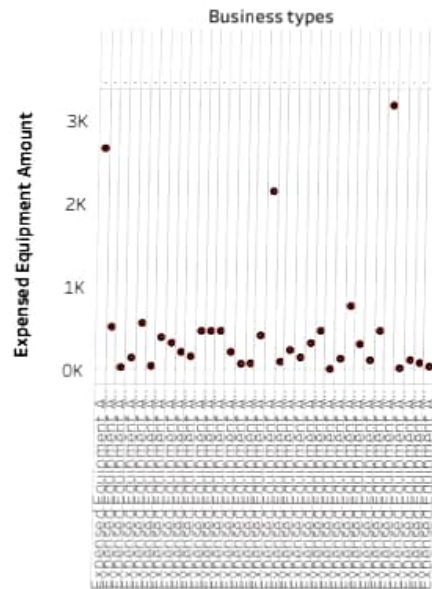
Employee (Insurance)



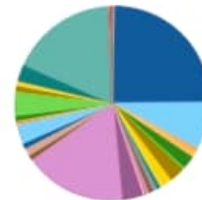
Power Expenditure



Equipment Costs



Fuels and Repairs



Ann..
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376K



Says

What have we heard them say?
What can we imagine them saying?

Expert
judgement

Company
information

Payment
terms

Description
of work

Salary

Advertisement

Bank loan

Inventory



Does

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

Anusuya S

Thinks

What are their wants, needs, hopes, and dreams?
What other thoughts might influence their behavior?



Budget

Investment

Breakdown
approach

Start up
plan

Level of
reach

Outflow of
money

Financial
success

Product
quality

Feels

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

