EMPATHY



Says

What have we heard them say?

estimating all the expenses required to start and operate the business, such as equipment, rent, inventory, and marketing

Below is a simple way of calculating total expenses from revenue, owner's equity, and income:

- Net income = End equity
 Beginning equity (from
- the balance sheet)
 2. Total Expenses = Net
 Revenue Net Income.

Step I: Gather your financial statements. These documents, such as bills, mortgage statements, and account statements, can help you see exactly where your money is going.
 Step 2: Create a list of monthly expenses. ...
 Step 2: Create a list of

Profit is revenue minus expenses

With a variable

cost stays the

cost, the per unit

same, but the more

units produced or

sold, the higher the total cost. Think

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

Psychological, Cultural, Social and Personal are the four factors that affect consumer behaviour

> A consumer's wants usually reflect the desired preferences for specific ways of satisfying a need.

Needs are the necessities, but wants are something more in addition to the needs. For example food is a need and type of food is our want.

four types of consumer behavior: habitual buying behavior, variety-seeking behavior, dissonancereducing buying behavior, and complex buying behavior.



Persona's nam

Short summary the persons

The factors which influconsumer behaviour

- Psychological (motivation, perception, learning, beliefs and attitudes)
- Personal (age and life-cycle stage, occupation, economic circumstances, lifestyle, personality and self concept)

All emotions have the potential to influence buying decisions.

indicator of how a cost will change in total when there is a change in some activity.

Cost behaviour is an

Cost behavior analysis refers to management's attempt to understand how operating costs change in relation to a change in an organization's level of activity.

Cost behavior is the manner in which expenses are impacted by changes in business activity. negative emotion experienced by consumers impacts negatively overall satisfaction, while positive emotion have a positive effect on

overall satisfaction.

Here are 5 major factors that influence consumer

- Psychological Factors.
- · Social Factors.
- · Cultural Factors.
- Personal Factors.
 Economic Factors.

Fee

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

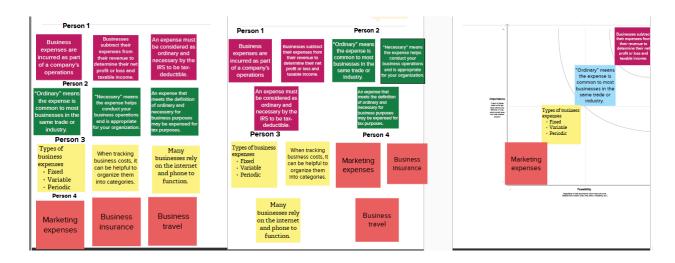


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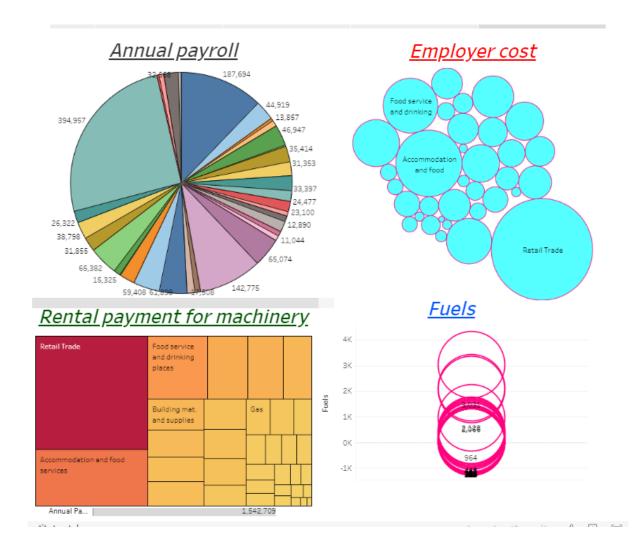
What behavior have we observed? What can we imagine them doing?



BRAINSTORM



DASHBOARD-1



DASHBOARD-2

