



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?



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all of  
spending

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quantity

to pridict  
the quality

allow  
businsses to  
set  
expectations

they  
alsobusinesses  
determine the  
profit of project

to plan for  
unfoewssion  
expenses

to bid on new  
business from  
prospectveclients

to inform  
your job  
annd  
budget

help produce  
a reasonable  
budget for a  
task

to get an idea  
about costing  
and plan  
tocomplete  
the project

to build  
beetter  
client

determine  
have  
enough  
pchash



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?