



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?

I am interested to know about the trends in costs over different periods.

I wish I could find ways to optimize and reduce certain expenses.

What are the typical expenses for similar businesses in the industry?

I need to understand where our money is going.

I need to explain the expenses to my team and stakeholders.

How are customers perceiving the expenses?

What are the factors that might lead to unexpected increases in expenses?



Entrepreneurs

An entrepreneur is an individual who identifies business opportunities and takes on the financial and organizational risks to create, operate, and grow a new venture.

I collect receipts and invoices, but it gets disorganized.

I spend a lot of time researching different expense categories.

How might economic trends impact my expense projections?

How can I balance investment in growth with cost control?

I try using spreadsheets, but they feel cumbersome

How did similar businesses manage their expenses?

What strategies can I employ to reduce unnecessary 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?