



Says

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

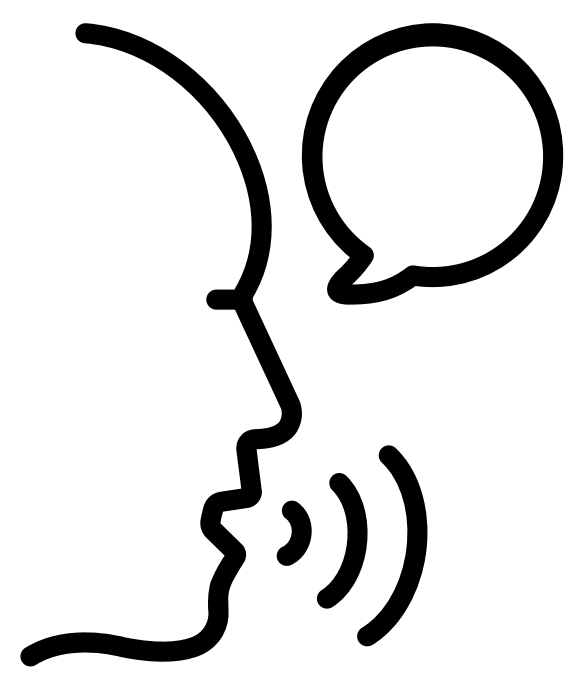


Thinks

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

Office expenses and supplies

Business expenses

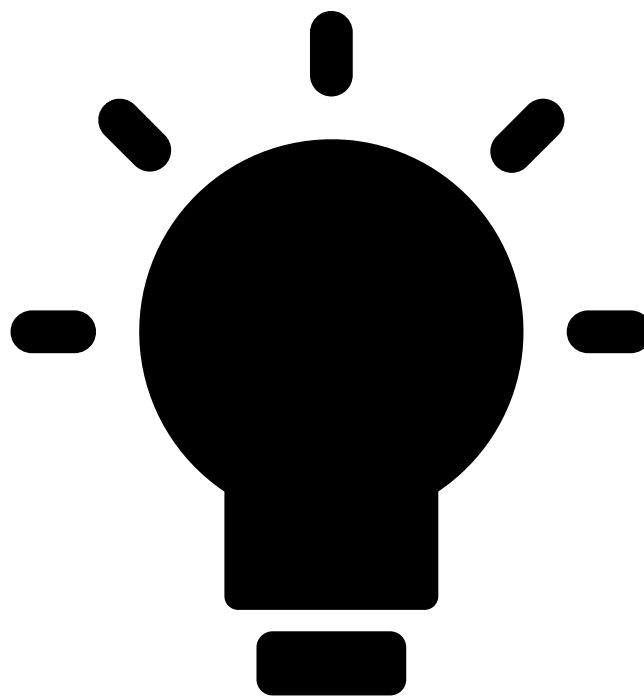


Maintenance and supplies

Business interruption insurance

Office expenses include any costs related to running a business, such as rent or utilities

Business interruption insurance aims to put your business back in the same trading position it was in before the event occurred



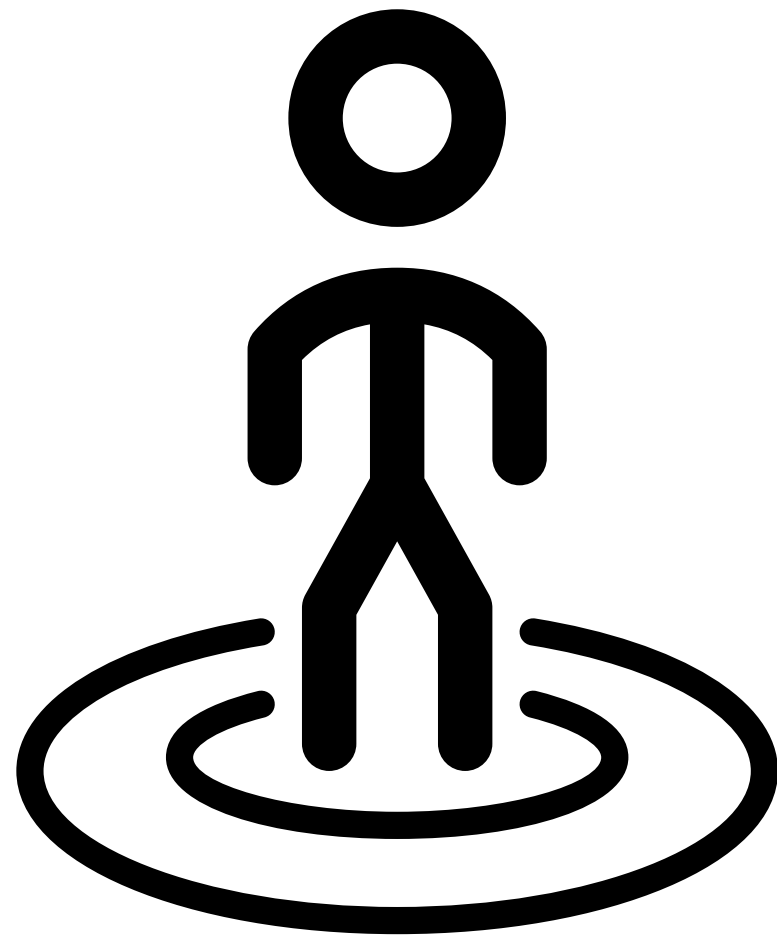
Maintenance refers to routine activities and/or corrective or preventive repair done on assets prevent damage and prolong the life expectancy



Some people like and other people like does not like this estimation of business expenses

Important one is people impressions

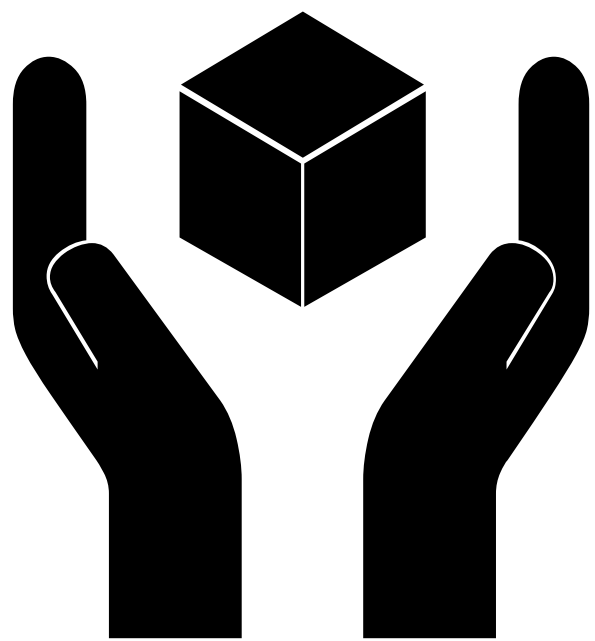
Business expenses users gain is perfect



Business expenses are ordinary and necessary costs a business incurs in order for it to operate

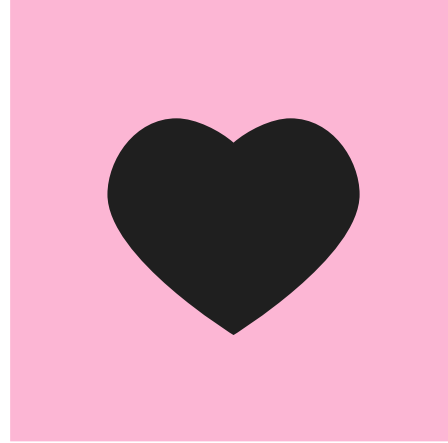
Estimation of business expenses is good for people

But some people do not interest in estimation of business expenses



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?