

Says

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

express frustration about rising

expenses.

colleagues

discussing

measures.

cost-cutting

seek ways to streamline processes and reduce costs.

monitor
expenses closely
and seek costeffective
solutions.

Thinks

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

Expenses for materials like whiteboards, sticky notes, and markers used in workshops or brainstorming

sessions.

If you promote your products or services based on improved user understanding, include marketing expenses.

Fees for using specialized software for data analysis or visualization.



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estimation of business expenses

feeling stressed or anxious about overspending or unexpected expenses.

accountants
explaining
tax
regulations.

vendors and suppliers requesting payment.

When expenses align with the budget and financial goals, there's a sense of relief.

Feeling frustrated when dealing with complex expense reporting systems.



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?

