

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?

Business

ordinary

Fixed expenses

are regulsar

and do not

change much

things like rent

necessary

Estimating

expenses in an

how much you

important step in

business

need.

expenses need

to be considered

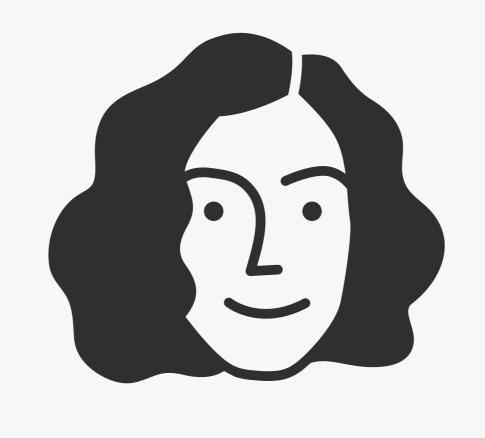


Three major types

- 1. Fixed
- 2. Variables
- 3. Periodic

These tends to change and remain the same

Happen occassionally



Persona's name

Short summary of the persona

Advantages and marketing. Bank fees and interest

Business millage. payroll.

Educational expenses for employes

commissions. Insurance.

> Every business has different requirements

Even so, most business expenses are either one time costs to keep operations going.

recorded on

(income and

an income

statement.

profit)

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?

