



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?

KEY RESOURCES:
Identify the Resources that are needed for Implementation i.e. How much time,Budget,skills/ experience is needed to implement the system?

Wardley :
Identify the components that are needed to deliver the solution i.e. what components are needed ? how are they linked? how evolved are they? e.g. research. develop , Product or utility

Key Tasks:
Identify what needs to be done. what tasks need to be done? what order do they need to be done in?

LEAST SQUARE REGRESSION:
Least square method of statistics is used to find the fixed cost using historical data

HIGH -LOW METHOD:
This method shows you the highest and lowest level of cost that you may incur

STATISTICAL MODELLING:
Statistical models are extremely accurate as several factors are considered to set up the cost



SEENUVASAN.E
ESTIMATION OF BUSINESS EXPENSES

PROCESS:
Understand the scope of the system i.e. who is involved? what do they do?

PAIN VS FREQUENCY MATRIX:
Prioritise what is most Important i.e. what are the most painful pain points? how often do they occur?

DATA:
Understand what the data requirement are i.e. what data needs to be captured input? what needs to be produced as output?

IMPACT Vs EFFORT :
Prioritise what can be accomplished . how much efforts is required?how much impact will this have?

REINVENTING:
When does an established company need a new business model to capture a game-changing opportunity? only companies that understand how -and why- their current model works can answer that question

Acts Mobile Terminals:
An overview of both the advanced communications technology satellite (ACTS) mobile terminal and its follow -on The broadband aeronautical terminal (BAT) Is Presented



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?