



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?

We need to budget for the upcoming quarter

I'm not sure how to account for unexpected expenses.

How will this impact our profitability?

I need a clear over view of all expense categories

Are these projections accurate ?

What costs can we cut?

Can we allocate resources more efficiently?

What if we miss a crucial expense?



Reviewing past financial data.

Collaborating with team members or accountants

Stress about financial planning.

Desire for confidence in expense estimates.

Seeking tools or software for expense tracking.

Adjusting budgets based on changing circumstances.

Frustration with complex expense tracking.

Anxiety about potential overspending.



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?