



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 expenses are incurred as part of a company's operations.

Cost estimates are used to bid on new business from prospective clients and to inform your job and budget planning process.

More accurate estimations result in smother execution of the project.

It's deducted from a business's total revenue to determine the gross profit.

An expense is a cost experienced by a business to generate revenue.

Budget estimation allows the organization to meet all its objectives for the project at hand without exceeding available funds.



Persona's name  
Short summary of the persona

Cost estimation is a statement that gives the value of the cost incurred in the manufacturing of finished goods.

Bottom-up techniques involves breaking gown the entire project into individual tasks, allocating funds to each activity, then summing up all the costs to come up with a total budget estimate.

A project estimate is done by looking at historical data getting information from the client and itemizing each resource and its duration of use in the project.

Increased understanding of costs and for funding requirements.

To understand rebuild costs for a valuation.

To understand the cost to benefit ratio



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?

