



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?

It is the value or quantity of something that is approximate and not exact

It is generally used when there is uncertainty about the future.

In business , an estimate is based on past experience and knowledge of current trends.

It is a statement or calculation of expected costs, revenues or profits

It is important to remember that an estimate is not a binding contract, but rather a tool used to help secure business.

It is important because they allow businesses to set expectations for their customers.



Type your paragraph...

Persona's name

Short summary of the persona

More accurate estimations result in smoother execution of the project.

It gives us a general ideaof how much tie, effort, and money it will take to get the job done.

We can calculate guess of what something will cost.

It makes easier to build a feasible project budget and plan so we can set our team and organization up for success.

We can find out how much material or labor is needed for a job.

An accurate estimate can mean the difference between winning and losing a contract.



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?