



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?

I Struggled
to estimate
expenses
accurately.

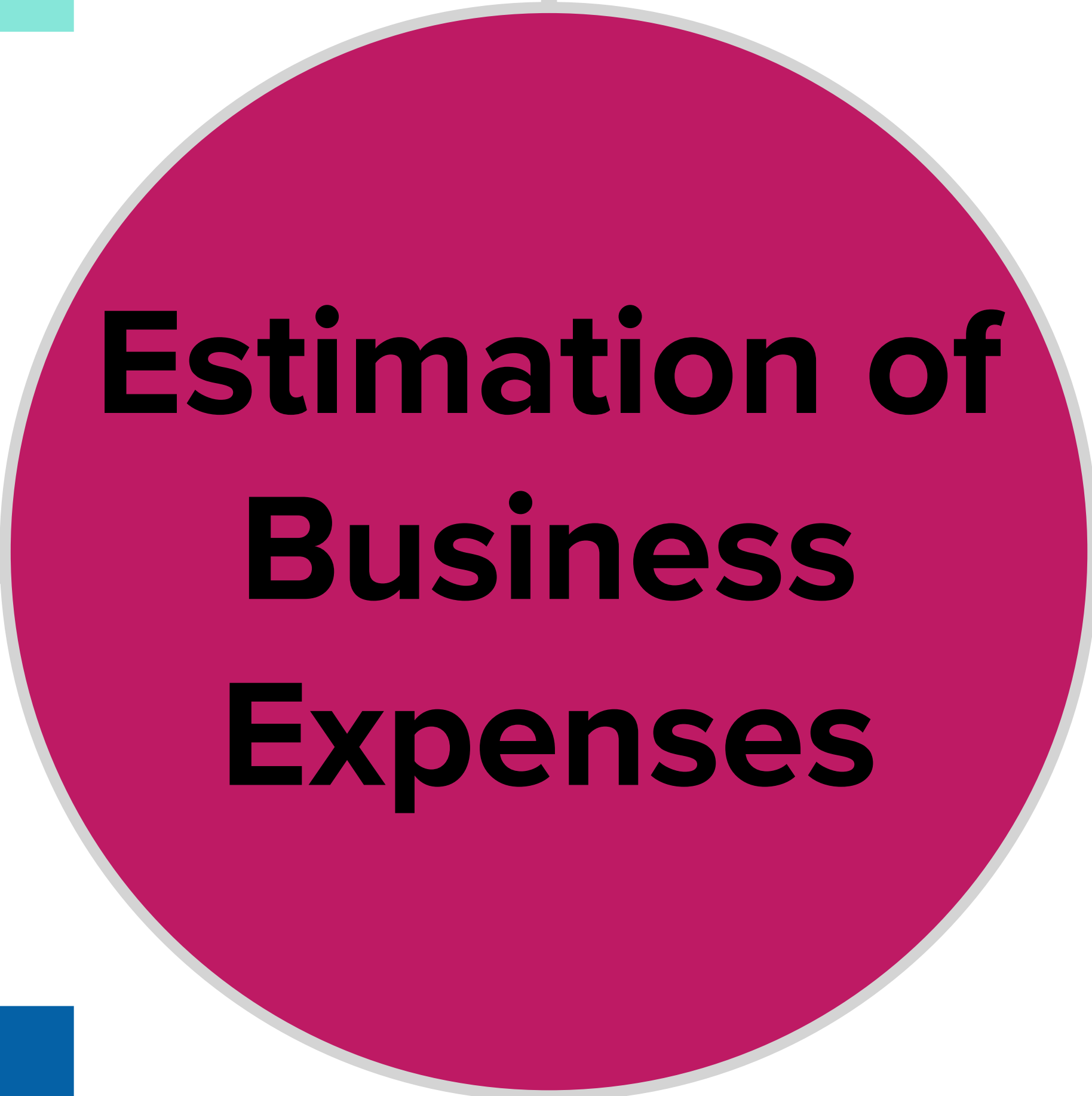
I Need to
plan our
budget more
effectively

I wish i had a
better way to
trackexpenses.

What if our
actual
expenses
exceed the
estimates.

How can i
improve
accuracy of
my estimate.

Expenses
estimation is
crucial for our
finaly stability



Motivate to
financial
challenges.

Stessed
about making
budgeting
error.

Anxious
about
unexpected
financial
challenges.

Uses
acoounting
software to
estimate
expenses.

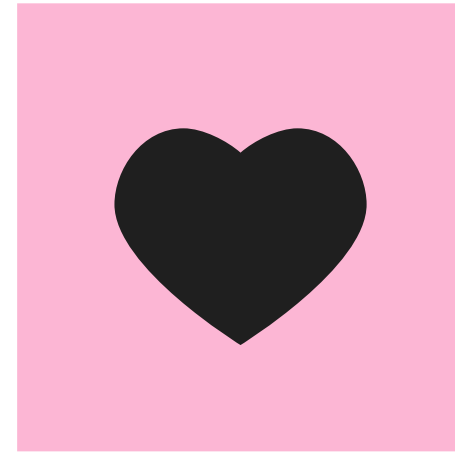
Analyzes
historical data
toinform
expen
ce projects.

consults with
the fiance
validate
estimate.



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?