



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?



Persona’s name

Short summary of the persona

total expenses=cost of goods sold(COGS)+operating expenses

vakilsearch can assist you in understanding the legal and regulatory requirements related to business expenses ensuring compliance and smooth operations

benefits cost estimation is an indispensable process that provides numerous benefits to project management

these benefits to include budget planning ,resource allocation,risk management improved decision making and competitive advantage

used to estimate cost estimating software application ,spreadsheets ,simulation and statistical tools

provides the inputs so as to forecast future milestones and plan future events

important a key technique for predicting and controlling project risks

concept a rough calculation of the actual value number or quantity for making calculations easier

an estimate must be an accurate reflection of reality

a freelance graphic designer might work hourly for \$60 per hour and indicate they expect the design project to be about 25 hours estimating \$900 total

expenses include wages ,salaries,maintenance,rent,and depreciation

subtract your net income (or loss) from the total revenue



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?