



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



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?

your incomestatement is the main financial statement used recording business expenses determining your taxable income

The income statment shows a picture of company's and revenues a given period of time.

The statments are typically broken into different categories.

An expense is acost that bussiness incur in running their operations.

Expenses include wages, salaries,maintenance,rent,land depreciation

Expenses arededucted from revenue to arrive at profits

Bussiness evaluate the expenses invovled in the manufacturing of aproduct or service.

Estimation helps set aprofit margin and sales price.

Inproject management, this gives investors an idea of the approximate expenses incurred in the completion of the project.

Estimated expenses meansthe aggregate amount of good faith estimate of eath component of the expenses as of the closing date.

Estimation is a key technique for predicting and controlling progect risks.

It helps you to make informed finacial decisions and stay on top of your cash flow.