

Says

What have we heard them say?
What can we imagine them saying?

What are their wants, needs, hopes, and dreams? What other thoughts might influence their behavior?



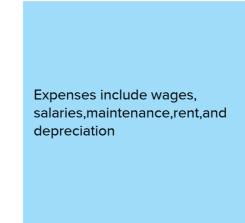
Thinks

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

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

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

The statments are typically broken into different categories.



Expenses arededucted from revenue to arrive at profits



Persona's name

Short summary of the persona

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

Estimation
helps set
aprofit margin
and sales
price.

Inprogect
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 finalcial decisions and stay on top of your cash flow.



Does

What behavior have we observed? What can we imagine them doing?



What are their fears, frustrations, and anxieties? What other feelings might influence their behavior?



