



Says

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

"I'm often unsure how much to budget for different aspects of a project."

"I wish there was a clearer way to predict the expenses for each project."

It's frustrating when unexpected expenses pop up and disrupt my budget.



Thinks

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

Concerns about staying competitive while not underestimating expenses.

Wants to strike a balance between quality and cost-effectiveness.

Might be wondering if investing in better tools or software could improve cost estimation accuracy.



Relies on spreadsheets and accounting software to track expenses.

Tries to negotiate with suppliers to get better deals.

Researches industry standards for project expenses.



Feels

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

Anxious about going over budget.

Frustrated when clients request changes that affect initial cost estimates.

Stressed about financial surprises that could impact the business's stability.



Does

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

 [See an example](#)