

Says

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

Thinks
What are their wants, needs, hopes, and dreams?



ow to write a professional estimate. assess the project scope

a line by line description of the work you acept to perform

What other thoughts might influence their behavior?

a cost benifits
analysis is
aprocess used to
measure the
benifits of
adecision

identify timing and pricing include all the necessary estimate components

all the cost associated with directly growing and expanding abussiness, such as markrting, research, and training

all the costs associated with directly growing and expanding a bussiness



Persona's name

Short summary of the persona

cost behaviour analysis refer to management attempt to understand

ow operating coast change in relation to change

one time expenses,equipmentb expenses,trademark,copyright uring a restruturing, rumors spread and fear take holds

people are more likely to consume aproduct. when they are aware of its cost

you can reduce the turmoil by finding ways



Does

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



See an example

Feels



