



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?



Feels

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



Does

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

 [See an example](#)

estimation of business expenses

Expresses concerns about rising costs and their effect on the budget.

Considers the impact of expenses on overall profitability.

Talks about the importance of aligning expense estimates with revenue forecasts.

Discusses the challenges of predicting expenses in a rapidly changing market.

Thinks about ways to optimize spending without compromising quality.

Ponders the accuracy of previous expense estimates.

Researches historical data to identify patterns in expenses.

Seeks advice from financial experts or mentors regarding expense estimation.

Feels a sense of responsibility for accurate expense estimation.

Experiences frustration when unexpected expenses arise.

Feels motivated to find innovative ways to reduce costs without compromising quality.

Uses spreadsheets or accounting software to create detailed expense forecasts.