



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?

Direct quotes or statements from stakeholders regarding expenses.

Comments about specific expense categories or concerns.

Assumptions and expectations about future expenses.

Thoughts on potential changes in expenses, such as increases or decreases

Forecasts or predictions related to expense trends.

Examples of discussions or feedback related to expenses.



RANJITH K

Estimatoin of business expenses

Actions and behaviors taken concerning expense estimation.

Strategies or initiatives aimed at controlling or optimizing expenses.

Steps taken to analyze or project expenses, like financial modeling.

Attitudes towards cost management or budgeting.

Emotions and sentiments regarding expenses, like worry, confidence, or uncertainty.

Any emotional reactions to recent expense-related events.



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?