



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?



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Estimation Of
Business Expenses

We need to
allocate budget
for marketing
campaigns."

"I feel pressure
to control costs
and avoid
overspending.

"We should invest
in technology to
streamline
processes."

"I'm worried
about rising
operational
costs."

"I worry about
unexpected
expenses that
could impact
profitability.

I want to make
informed decisions
based on data, not
guesswork."

Tracking
expenses using
spreadsheets

Frustration
over
increasing
expenses

Reviewing
expense
reports
regularly.

Consulting
financial
advisors for
cost-cutting
strategies.

Anxiety about
financial
stability

Relief when
expenses are
managed well



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?