



Says

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

Direct quotes or statements from stakeholders regarding expenses.

Comments about specific expense categories or concerns

Examples of discussions or feedback related to expenses.



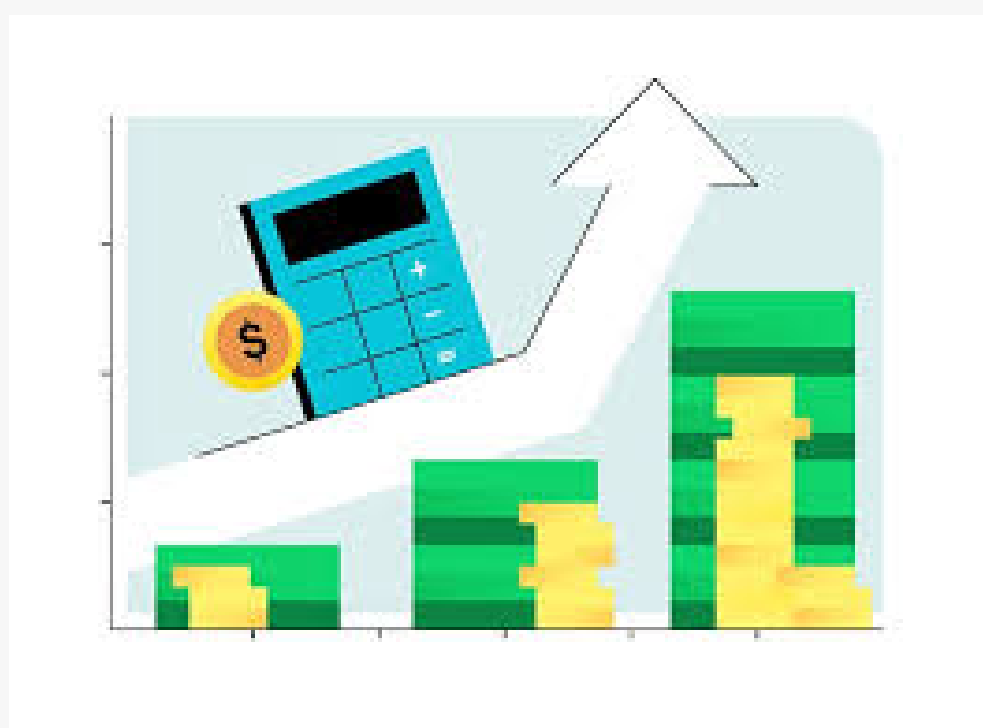
Thinks

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

Assumptions and expectations about future expenses.

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

Forecasts or predictions related to expense trends.



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Estimation of Business expenses

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

Attitudes towards cost management or budgeting.

Any emotional reactions to recent expense-related events.

Actions and behaviors taken concerning expense estimation.

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

Strategies or initiatives aimed at controlling or optimizing expenses.



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?