

## Says

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

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



**Thinks** 

"I NEED TO HAVE A CLEAR UNDERSTANDING OF OUR PROJECTED EXPENSES."

HOW CAN I ACCURATELY PREDICT FUTURE EXPENSES ?

"ACCURATE
EXPENSE
ESTIMATION IS
CRUCIAL FOR
BUDGETING AND
FINANCAIL
PLANNING ".

"I WONDER IF THERE ARE INDUSTRY BENCHMARKS FOR EXPENSE CATEGORIES".

HOW DO OTHER
BUSINESSES
HANDLE
EXPENSES
ESTIMATION?

HOW CAN I
ENSURE MY
ESTIMATES
ALIGN WITH MY
BUSINESS
GOALS?



Estimation of Business Expenses

RESEARCHES
ONLINE FOR
EXPENSES
ESTIMATION
BEST
PRACTICES.

USES
SPREADSHEET
TOOLS TO
ORGANIZE AND
CALCULATE
ESTIMATED
EXPENSES.

ADJUSTS
ESTIMATES
BASED ON
CHANGING
MARKET
CONDITIONS.

RELIEVED
WHEN FINDING
RELIABLE
SOURCES OF
EXPENSES.

FRUSTRATED BY
THE UNCERTAINLY
AND COMPLEXITY
OF EXPENSES
ESTIMATION.

MOTIVATED TO REFINE ESTIMATION TECHNIQUES FOR IMPROVED ACCURACY.



## 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?

