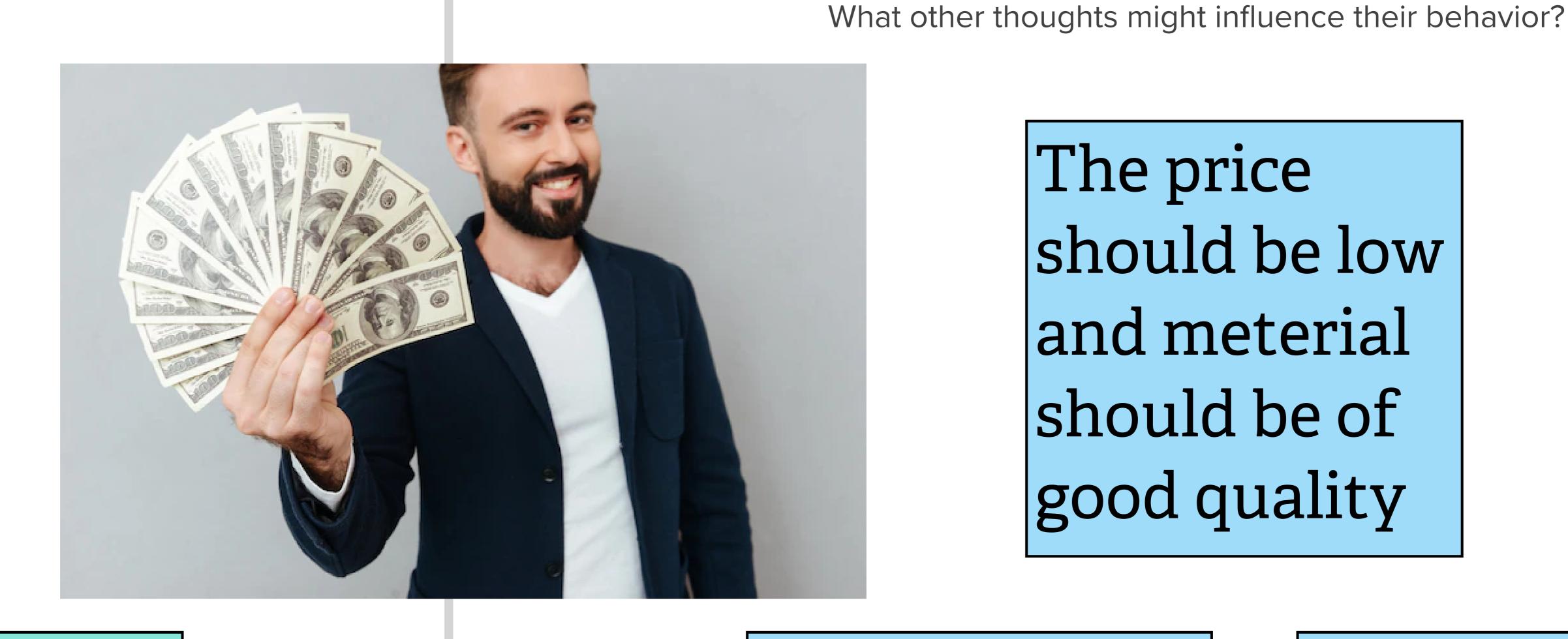
What have we heard them say? What can we imagine them saying?

**Thinks** What are their wants, needs, hopes, and dreams?



Customers might say,"Its too expensive".



The price should be low and meterial should be of good quality

They might share positive feedback if the expanses align with their perceived benefits.

Estimating all the expanses required to start and operate the business.

They could delay purchasing if the expense exceeds their budget.

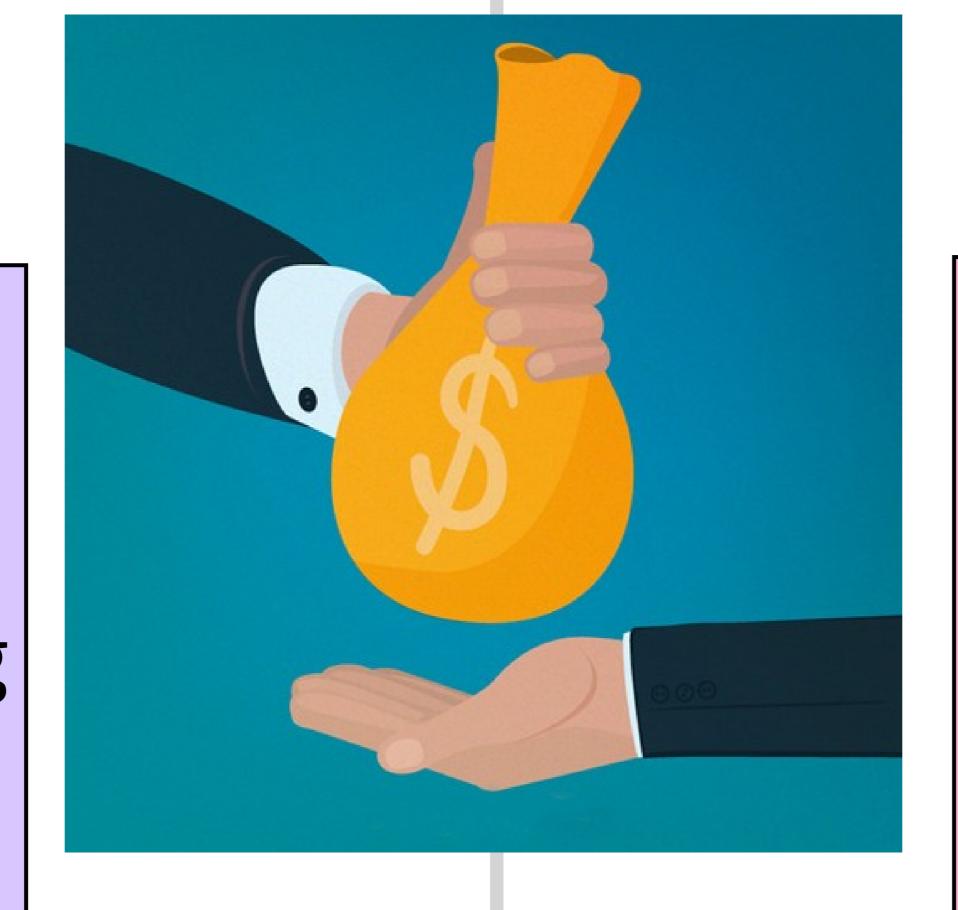
Every business must keep close track of its daily,monthly and recurring expenses to properly manage cash flow.

ESTIMATION OF BUSINESS EXPENSES

They may come across online reviews discussing cost effectiveness and quality.

Research more information of the

Customers research competitors to compare pricing and features.



See an example

Custemers might express concerns about hidden fees

They could express satisfaction if the product delivers more value than expected for the cost

This was a waste of money.



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?

