



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?

I'm worried that our estimates might not match the actual expenses.

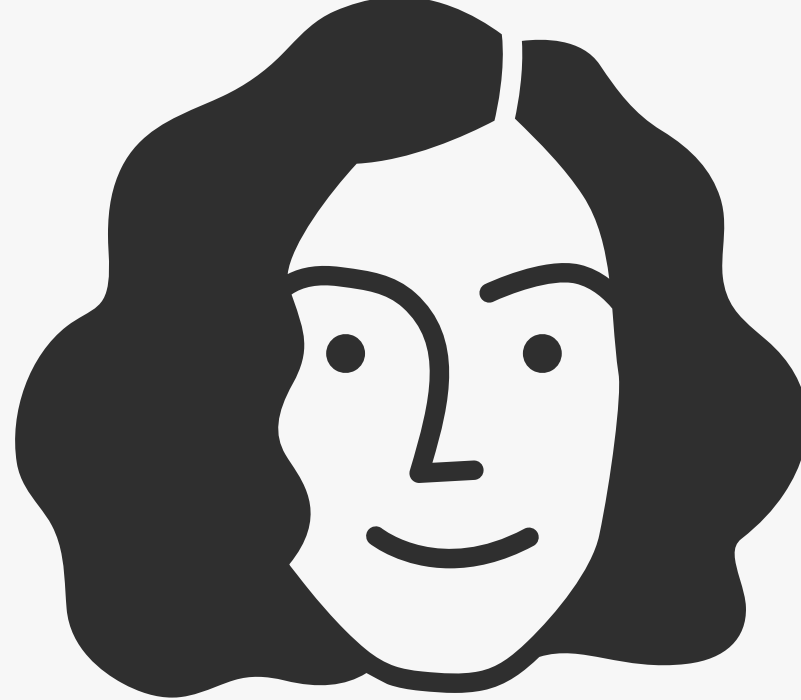
Do you have any tips for improving our expense estimation process ?

Its challenging to predict unexpected expenses that might arise.

I need to make sure my estimates are as accurate as possible .to avoid financial problems.

I wish there was a faster and more efficient way to estimate our business expenses.

Estimating variable costs is quite difficult, especially with market fluctuation.



Swathi .L
Ammu .N
Devi .P
Pavithra .R

ESTIMATION OF
BUSINESS
EXPENSES

Actively looks for tools ,techniques,and best practices to enhance expense estimation .

Analyzes past financial records and trends to inform the estimation process .

Motivated to find better ways to estimate expenses and contribute to the company's financial health.

Anxious about potential difference between estimates and actual expenses .

Engages with colleagues and experts to gather insights and collaborate on accurate estimates .

Curious about how other businesses handle their expense estimations more effectively .



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?