



Says

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

Actual and  
opportunity  
costs

Incremental  
costs and  
marginal  
costs

Past costs  
and future  
costs



Persona's name

Short summary of  
the persona



Thinks

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



What is cost  
estimation?

Why is cost  
estimation  
important?

When to  
use cost  
estimation?

How to  
estimate  
imputed  
cost?

How are  
software cost  
estimation  
techniques  
validated?

How can we  
find the  
optimal  
weights for a  
cost function?

Costing is  
used in  
transport  
undertaking

An  
example of  
fixed cost?

Number of  
worker  
employed used  
as basis for  
appointment of



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?



See an example

