

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

how to write a professional estimate assess the project

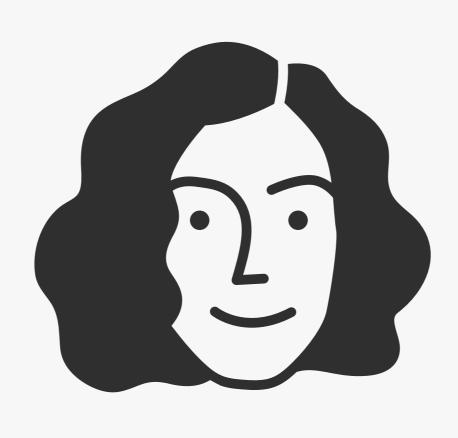
only when
enterpreneurs
can say what
they was
personally from
their bussiness

a cost benefit
analysis is a
process used to
measure the
benefit of a
decision

identify timing and pricing include all the necessary estimate components

cost variance can be caused by various factor

such as changes in cost behaviour and structure, cost drivers ,cost allocation



Persona's name

Short summary of the persona

cost behavior analysis refers to management attempt to understand

one time expenses equipment expenses trademark,copyright

how operation costs chnge in relation to chnge

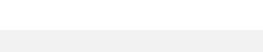
during restructuring rumors spread and fear takes hold

you can reduce the turmoil by finding ways



Does

What behavior have we observed? What can we imagine them doing?



See an example

Feels

What are their fears, frustrations, and anxieties? What other feelings might influence their behavior?

