



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?

Can reduce
the amount
for raw
materials

Prefer
freshers for
Man power

How to avoid
useless
expenses?

The
estimation
can be
satisfied ?

Divide them
into recurring
categories
and one-time.

Salary and
wages

Space rent
and
Infrastructure

Documentation
and other
Organisational
expenses

Confused

Tensed

Stressed



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](#)