



Says

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

Think and estimate

Can reduce the amount for raw materials

Prefer freshers for Man power

Salary and wages

Space rent and Infrastructure

Documentation and other Organisational expenses



Does

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

Thinks

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



How to avoid useless expenses?

The estimation can be satisfied ?

Divide them into recurring categories and one-time.

Confuesd

Tensed

Stressed

Feels

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

