

Positive feedback

What do you like about this idea?
What will benefit our organization, customers, or users?
What are you excited about?

Negative feedback

What is not working very well?
What worries you?
What do you wish was different?

Estimation of Business Expenses

What do they say about estimating epenses?



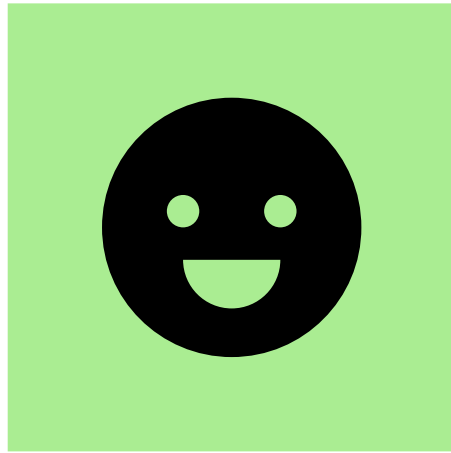
"It's frustrating when expenses exceed our projections

What Might be going on in their mind?



"Are there any hidden costs I'm missing?

"We need to be more accurate with our budgeting".



"I hope I don't underestimate expenses again".

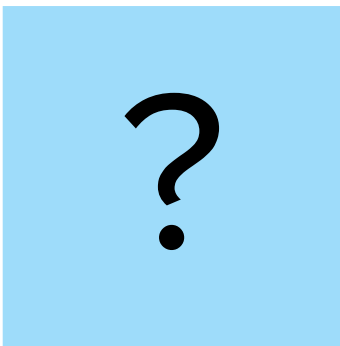


Researching historical expense data



Consulting with colleagues or experts

Anxiety about budget accurancy



What emotions do they experience ?

Implementing cost-save measures

Frustration when expenses go over budget

Ideas

What new ideas do you have?
How would you build upon the work done so far?
What has untapped potential?

What is still unclear?
In what ways are you confused?
What seems missing?