



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?



Analyse the house rent

I really like
this feature.

If any
issues
arrives?

I am thinking
about the
rent of the
house.

How long I
have to
wait?

I want
something
reliable.

Is this
expensive?

There is no
enough info
on the
website

Wasting too
much of
time.

It is so hard
to predict
the rent.

what is the
best rent for
that area.

May be this
rent is
correct for
that house.

what else
am I missing

More
research.

Discuss
with real
estate
agents.

Make
budgets

Visit and
conform
new.

Compare
the prize.

Check the
website for
more
information.

Focused

satisfaction

Curious

confused

Whom to
trust?

Nervous
and fear.



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?