



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?

The house will be very near to my office

Analyse the house price

Upgraded infrostructure

He provide the important source of business

The price should be low

To all the people get the house in low cost



Comman people

High population

Decrease the market demand and sales price

There are many factors that determine the appropriate sales price

Apply for the loan

High cost of houses

There will be increased demand and price in future



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?