



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 housing prices are skyrocketing in metropolitan areas

Real estate agents claim that demand is driving the prices up

I need to find a way to afford a house in this expensive market

Is it worth investing in real estate given the current trends

Reports suggest that supply of affordable housing is limited

Government policies might impact the housing market



Researchers online about housing market trends and price fluctuation

Frustration about the unaffordable housing prices

Talks to real estates agents to understand the factor affecting prices

Explores options of renting instead of buying due to high prices

Anxious about making the right decision regarding real estate investment

Hopeful that the market might change or that they will find a good deal



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?