



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?

Let it be
where we go
to by a house?

Layout and
construction
diagram

Natural
features

My house
must be very
big

Ok do you
have the
money?

How many
rooms do you
expehet to have
in the house?

On the ground
floor of there is a
room to store the
necessary items

The first floor of
the house should
have a beautiful
balcony



The state of
economy and
interest rates

Best quality
products used

Context and
character
choice
connections

Commonly
land mark
design site

Geographic
nature and
house
boundaries

Actual
revenues and
shift in the
population

Having a
hospital near
the house is an
advantage

Creativity and
cooperation



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?