

### Says

What have we heard them say?  
What can we imagine them saying?

Collection of prices of new and resable houses

### Thinks

What are their wants, needs, hopes, and dreams?  
What other thoughts might influence their behavior?



Affordable housing

Satisfy the customer facility

Comfortable to stay

Facility of house

Various entertainment options

More education opportunities

Housing insecurity

High transportation facilities

Interment connections will be available

Education

Best ppossible comfort

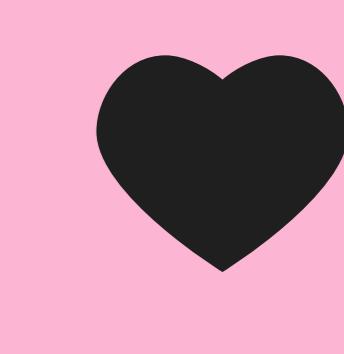


### Does

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?



See an example