



**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?

Succeed  
what we  
think

Middle  
class  
budget  
enough

Facilites  
availablity

Buy at  
low price

Easy access  
to shops

Water and  
transport  
availability



Spends  
lot of  
money

Engage  
with parts  
of  
community

Near to  
city

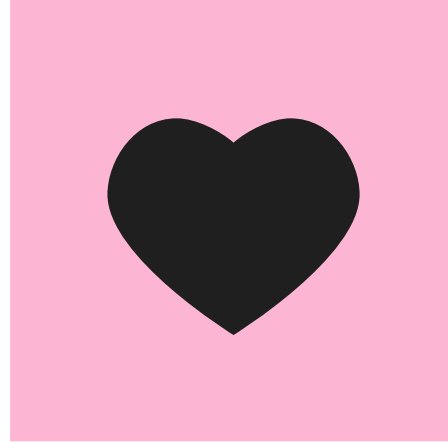
Practical  
sustainable

Being  
relaxed

Comfortable  
with society



**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?