



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?

To identify
hinder
investment.

Compare
price with
other cities.

To know
invest in one
city with
another.

To have
information
about
investment
project.

To gain
profit.

Buying land
in cheap
rate.



Analyse house price
Real estate agent

Gather
informations
from others.

Confused.

To know
about
water
facilities.

To check
whether it is
well
developed
area.

Excited.

Overwhelmed.



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?