



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?



Feels

What are their fears, frustrations, and anxieties?
What other feelings might influence their behavior?



Does

What behavior have we observed?
What can we imagine them doing?

See an example



M.Madhumitha
M.Mogiya
M.Madhumitha
Z.Mubasheera

various
housing
prices in
india

significant
increase in
housing
prices

expectation
of growth in
sales and
supply

making
more
profit

seller and
customer
had own
decisions

basic
needs of
man life

the future
outlook
remains
optimistic

new launches
and sales in
major indian
cities

supply albeit
with
moderate
price increses

**we take
our own
decision**

we are know
different type
of housing
pricrs

easy to way
of buy a
house in
our low cost