



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?



Researchers dream home online and magazine

Visit houses and mode homes

Talk about they are struggling to find their dream home

Excited and Hopeful

Feels a sense of pride and accomplishment

Imagines a beautiful,spacious home

Images of beautiful homes in magazines online and TV shows

Homes tat are out of their budget

Their friends and family owing nice homes

Real estate agents telling them they client find their dream home

Friends and family telling they deserve to have a nice home



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?