



**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?

**Whether  
loan  
facility  
available**

**Whether  
the land has  
approval**

**What is  
the price  
and area  
location**

**Asks  
friends and  
family for  
opinions**

**Takes a  
few days to  
think  
things over**

**Arrange  
transports  
for access.**



**Is this  
really  
worth it?**

**Will there  
be facilities  
in this  
house?**

**Pleasant  
atmosphere  
in the  
surroundings**

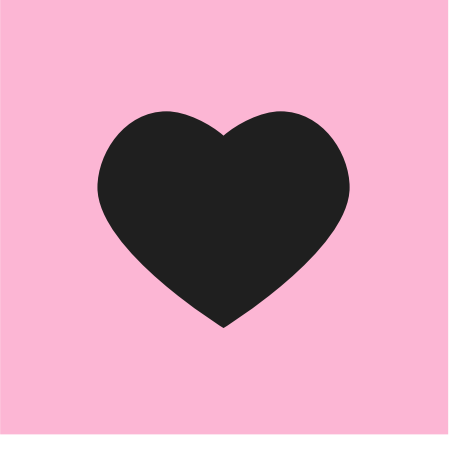
**High price**

**Safe**

**Not easily  
assessible**



**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?