



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?

"I always check the price trends before buying a property. It helps me negotiate better."

"Analysing housing prices helps us formulate policies that address market imbalance."

"It's frustrating when prices keep rising. Affordable housing is becoming a challenge"

Buying a home is often an emotional decision so people are willing to stretch their budgets for a property they love.

"Visits a numerous properties, search on various apps and closely watch the market for signs of a downturn".

"Feels pressured to make quick decisions to avoid missing out on good deals".

"They want access to accurate ,comprehensive and up-to-data to inform their analyses and recommendations effectively".

"They hope for a future where every individual, regardless of their socioeconomic background, has access to safe and affordable housing options".

"Proximity to business districts , commercial centres , transportation hubs and amenities influence people to crowd over metropolitan areas".

"Younger generation face difficulties entering the housing market due to high prices and stringent loan requirement.

"Anxiety about the possibility that proposed policies may not yield desired result".

"Frustration over encountering public apathy or lack of awareness about housing issues".



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?