



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?

Dream homes
realty

Modern design

I want
something
awesome

I want
something
reliable

What sq feet
is best

Wasting too
much money

Shelter is the
basic need for
mankind

Discover more
trendy houses

Who to
trust

Space saving
furnished
house

3d projection
of projects

Feel free from
rent burden

Fear



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?