



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?

A dream home
realty in which
people live and
residence for
human beings

There are few
things more
important than
space in dream
home realty

dwelling
place

habitat

To provide
better service
to buyers and
sellers

Dream would
be a place
where i would
live happily
with family



PREPARATION AND MAINTENANCE IN
ZOHOBK FOR
DREAM HOME REALTY

It should have
a large TV, a
home theatres
systems, and
a playstation

The houser will
have light-
coloured walls
that will give the
impression that
it is bright

Decorate dream
home realty with
plants, paintings
and beautiful
arts

Homely

spacious

Cosy



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?