



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 think
need a
best house

Best
prices

May be
this isn't
the best

I want
somethink
Awesome

Finacial
status

Bank
loan

A perfect
house for
the family
needs

Best house
conditional
at
resonable



Analysing housing prices
Housing prices include housing rent
prices indices, real and nominal house
prices indices , and ratio of price to rent
and price to income

More
research

Make
small
decision

Confused

Excited

Asks
friends

Provide
discount for
customer
satisfaction

Should not
be caught
into fraud
deals

Price
should be
nogotiable



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?