



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?



Feels

What are their fears, frustrations, and anxieties?
What other feelings might influence their behavior?



Does

What behavior have we observed?
What can we imagine them doing?

 [See an example](#)



Prabin.R

A regional analysis of
indias prise
dynamics

expected to
increase

prices
follow suit

regional
and sectoral
economic
studies

then they
can plan
their finance
well

non-
availability
of land

effective
purchasing
power

median
house prise

civil
development

protection
from the
weather such
as
temperature

population
growth

migration to
metropolises

devaluation
of long term