



## Says

What have we heard them say?  
What can we imagine them saying?



I was expecting something different

Kerala style

Best Size



Vastu shastra

Expensive

Location



**Poornima  
Devi's  
Team**



Budget

Safety

Quality Materials

Beautiful View

Parking Area

Traditional



## Does

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

## Thinks

What are their wants, needs, hopes, and dreams?  
What other thoughts might influence their behavior?



See an example

## Feels

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

