



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?

They might take actions such as researching different areas, comparing prices, attending property expos, or seeking advice from experts.

people may also express their frustration about the limited options available within their budget.

possible says

People might voice their concerns about housing prices and affordability.



How expensive is housing in metropolitan areas?

Possible thoughts

Will i be able to find a suitable home within my budget?

What are the affordable things in that place?

Possible emotions;

Frustration, anxiety, confusion, hope, satisfaction



The high cost of housing in metropolitan areas creates financial stress for many individuals and families.

HURTS

the constant struggle and uncertainty of finding a suitable, affordable home may cause mental and emotional strain.

People may feel overwhelmed by the limited options within their budget.

Finding an affordable home within their desired location and budget would provide a sense of relief and satisfaction.

BENEFITS

Access to affordable housing would reduce financial burdens, allowing for more disposable income for other expenses.

People may feel a sense of security and stability in owning their own home.



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?