



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?

Homebuyers:
"Housing prices
are skyrocketing;
I need an
affordable place
to live."

Government:
"We need
policies to
ensure housing
is accessible to
all."

Real Estate
Developers: "We
have to balance
profit margins
with market
demand."

Homebuyers:
"Can I afford a
home in this
city? Is it a good
investment?"

Real Estate
Developers: "How
can we maximize
profits while
meeting housing
demand?"

Government:
"How can we
regulate prices
and promote
affordable
housing?"



Homebuyers:
Anxiety,
frustration,
hope for a
better future.

Real Estate
Developers:
Pressure to
meet market
demands, profit-
driven.

Government:
Responsibility to
address housing
affordability,
public interest.

Homebuyers:
Researches
property listings,
consults with real
estate agents.

Real Estate
Developers:
Conducts market
research, builds
and sells
properties.

Government:
Implements
housing policies,
monitors the real
estate market.



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?