



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 have always dreamed of having a spacious and modern house

Excitement and anticipation about finally owning their dream house.

I want my dream house to be energy-efficient and eco-friendly

I want my dream house to be located in a peaceful and scenic neighborhood

Frustration if the budget constraints limit certain features or locations.

Eagerness to create a comfortable and welcoming space for themselves and their loved ones.



Dream house reality
Maxwell Dreamer

Prioritizing the features they desire in their dream house.

Researching online for architectural designs, interior decor ideas, and sustainable building materials.

A sense of pride and accomplishment for owning their dream house

Saving money diligently to afford their dream house.

Contentment and relaxation in a tranquil environment.

Appreciation for the beauty and design of the house.



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?