



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?

Excellent Infrastructure

Age of House

Grocery Shop Availability

Playground Facility

Market valued property

Location-specific

Car parking facility

Rainwater Harvesting facility



HOUSE BUYER

Vaastu satisfaction

24 x 7 security

Eco-friendly Park

Indoor Stadium

Bankloan Available

Good Transport Facility

ATM facility

Purified driking water



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?