



Says

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

What customers might say - "I want a spacious, modern home."



Thinks

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

Their inner thoughts - "I need a house that fits my family's needs."

Preparation & maintainance of ZOHO books for Dream Homes Reality

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Their actions - "Researching properties online, attending open houses."

Their emotions - "I'm excited about finding the perfect 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?