



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
discuss to
our family

I feel
satisfied the
house cost

Maybe this
isn't
perfect for
me

I want
something
awesome

Which
square feet
is best?

What is
best for
me?

I really
like that
feature

I was
expecting
something
different

Does the
direction of
the house
seen suitable
for us?

Will the
water
supply be
good?



Check the
house
quality

More
research

Fear

Excited

Postpones
big
decision

Anxious

Asks
family
members

Makes
small
decisions

User who
to trust

Inadequate



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?