



Says

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

What type
of house
you want?

What
design you
like?

Near
any
play
ground

Thinks

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



What is
best
for me?

Metro city
houses
price is so
high

Many people
lives in own
house How?



Vairamuthu.v

Low
prokrage

Low Price

Basic
Fecility

Happy

Pride

Beautiful
Infrastructure



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?



[See an example](#)