



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 want a spacious home in a safe neighborhood

I need to consider proximity to my workplace.

How will the city's development plans affect the property's value?

Will my budget be enough for a desirable location?

Affordability is a big concern.

I've heard about the impact of local infrastructure on prices.

Should I compromise on size for a better location?

Young professional looking to buy a house in a metropolitan area of India.

Frustrated by the complexity of the real estate market.

Researches property listings online.

Visits multiple properties for inspections.

Anxious about making a significant financial commitment.

Excited about the idea of homeownership.

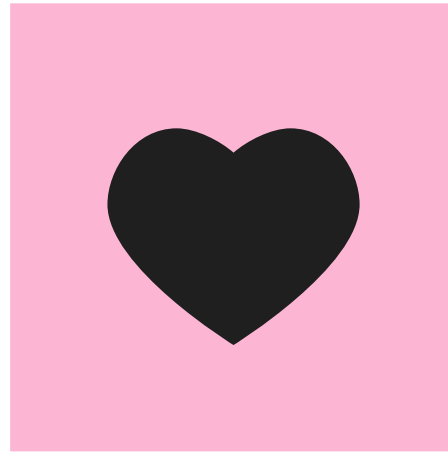
Seeks advice from friends and family.

Consults real estate agents for guidance.



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?