



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?

What customers might say

"I want a spacious, modern home."

Their inner thoughts

"I need a house that fits my family's needs"

Dream Homes

Arul jeevan
prdeep
manikandan
jagatheeswar
an

: Their emotions

: Their actions -

Researching properties online, attending open houses."

"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?