



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?

Something different

Small luxurious house

Kerala model house

Best quality materials

Near by city

Teak material used to windows and doors

2 BHK house

Choose best Engineering

I want to small swimming full

I would like to Nippon paint

NM2023TMID16510

Price comparison

Looks for recommendation

Excited in a house

Dream house achieved

More surech

Fear

Asked friends and relatives

Make a small decisions

Confusion

Satisfied



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?