



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?

Build a good house at low cost

Where to buy rawmaterial

Specious rooms

Best interior and exterior designer

To get best loan

To reduce cost



Dream Homes Realty

Ask suggestion from everybody

Construct

Feels happily

Satisfaction

Ask many questions

Nervousness



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](#)