



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?



DREAM HOMES REALTY  
C. Michealammal  
A. Maria abisha regibel  
R. Muthulakshmi  
P. Muthumeena

Their actions -  
"Researching  
properties online,  
attending open  
houses."

Their emotions  
- "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?