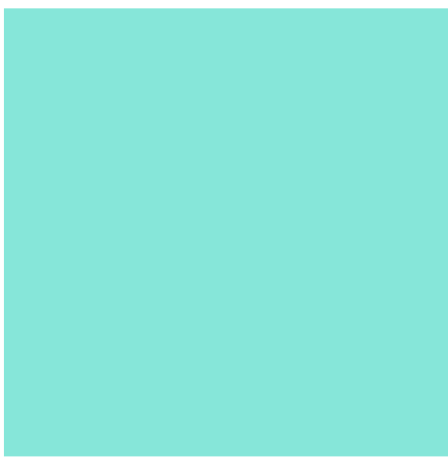
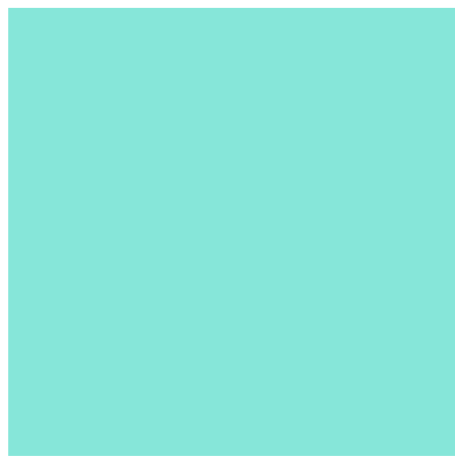




Says

What have we heard them say?
What can we imagine them saying?

What customers
might say - "I
want a
spacious,
modern home."



Thinks

What are their wants, needs, hopes, and dreams?
What other thoughts might influence their behavior?

Their inner
thoughts - "I
need a house
that fits my
family's needs."



DREAMS
HOMES
REALTY

V.Muneeswaran
M.Muneeswaran
.Muthuvel
M.ponmani

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?