



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?

Assurances
of the
property's
value for
money

Access to
reliable
information on
housing market
trends and price
fluctuations

Desire to find
an affordable
yet suitable
property

concerns
about rising
housing price

Support from
professionals to
guide through
the decision-
making process

Curiosity about
the factors
affecting
housing prices



Attending
property
exhibitions and
visiting real
estate websites

Frustration
due to high
prices and
limited option

Seeking
advice from
friends, family,
or experts

Researching online
to gather
information on
housing prices in
different
metropolitan areas

Anxiety about
making the
Right
investment
decision

Hopeful
about
finding a
good deal



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?