

Why is this so hard?

Too many acronyms

Where should start?

What do you think?

was

expecting

somethig

else

Wasting too much time

Iwant something awesome

Compares products

Observes in stores

Excited

Inadequate

More research Make small decisions

Anxious

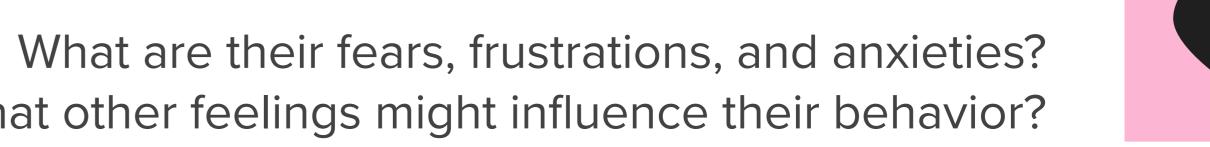
whelmed

Does

What behavior have we observed? What can we imagine them doing?

Feels

What other feelings might influence their behavior?





DREAM HOMES

REALTY