

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?



MORE PRIVACY

EXTRA FEATURES

AFFORDABLE

PRICES

STABILITY

BETTER ENVIRONMENT

SECURITY

HOUSING PRICES

INFRA STRUCTURES

COST & LIMITATIONS

HIGH QUALITY STANDARDS

FIXED PAYMENT

INVESTMENT POTENTIAL

LONG TERM FINANCIAL SECURITY

Does

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

What are their fears, frustrations, and anxieties? What other feelings might influence their behavior?



Feels

