



Says



Thinks

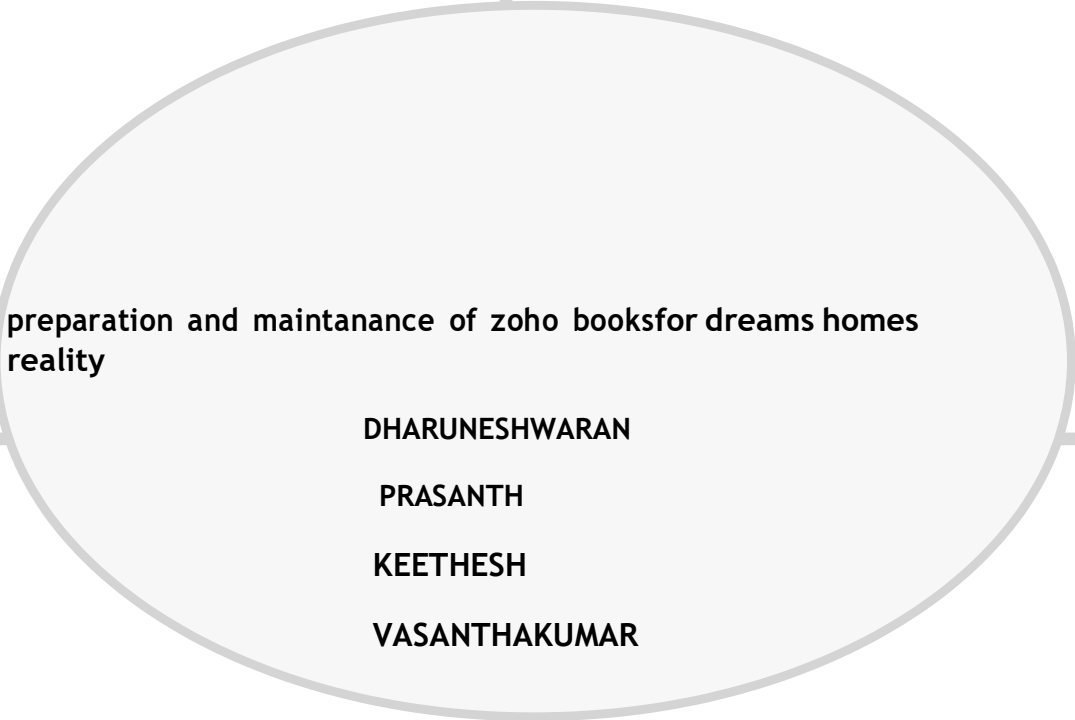
What are their wants, needs, hopes, and dreams?
What other thoughts might influence their behavior?

What customers might say

Their inner thoughts

"I need a house that fits my family's needs."

I want a spacious, modern home."



Their emotions

: Their actions

Researching properties online, attending open houses

I'm excited about finding the perfect home



Does

What behavior have we observed?



Feels

What can we

imagine them doing?

[See an example](#)

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