



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?

I was
expecting
something
different

Vastu
shastera

kerala style

Best size

Expensive

Location



Budget

Beautiful
view

Safety

Quality
materials

Parking area

Traditional



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?