



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?



Good
Builders
Worth for
Money

Transportation
facilities

Invest in a
property which
have future
profit value

Identify well
connected
location
with water facility

Effects of
high house
prices

Benefits of
house price



Housing prices in metropolitan areas

D.Gunavathy
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Anxious
about making
investments

Researches
online about
housing
prices

Visits
property
exhibitions

Talks to real
estate
agents

Lack of
transparency
in pricing and
hidden costs

Overpaying

 See an example



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?

