



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?



Concern about affordability

Impact on quality of life

Appeal for rent control

Factors such as location,property type,sinc,amenities.& market trends all contribute to housing prices

They concerns about housing affordability

Social fotces,Economic Forces,Physical & environmental , government forces

People explore government housing schemes

Renting allows them to live in desirable areas

Investing in real estate as a mean to capitalize

More expensive

Construction Work

Quality of land



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?