



Says
What have we heard them say?
What can we imagine them saying?

I want a spacious, modern home



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

I need a house that fits my family's needs



preparation and maintenance of ZOHO books for dream homes reality

R.Harikaran
V.Hariharan
K.Kaliraj
B.Jeeva

Researching properties online, attending open houses

I'm excited about finding the perfect home



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?