



Says

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

How to buy  
a house ?

How to  
choose a  
suitable  
location ?



Thinks

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

Which  
location is  
convenient to  
go to office,  
school ?

Whice  
location is  
safety to  
live ?

Which  
location has  
near by all  
facilities ?



Searching  
various house  
in various  
location

Analysing the  
prices and  
facilities of  
the houses

Asking  
suggestion  
from their  
friends,  
relatives

Excited to  
buy a new  
house

Anxious

Confusion  
to make a  
correct  
decision



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?