



Says

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

"All rooms should be spacious and airy".

"A cozy study room is a necessity in a dream house".

"The interiors should be well planned".



Thinks

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

"Be creative with a paint".

"Setting priorities and establishing a budget".

"Material and finishing selections".



DREAMS HOUSE REALITY

"Experiencing a spiritual transformation".

"Decorated with beautiful paintings".

"Ready to take up new responsibilities".

"Experiencing peace and happiness".

"It would be a trampoline room".

"I would have an enormous room".



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?

[See an example](#)

Brainstorm & idea prioritization

1. Use a blue line pen to write your ideas on the sticky notes. Write down any ideas that come to mind, no matter how small or silly they seem. The more ideas, the better.

2. Stick the sticky notes on the wall or a large sheet of paper.

3. Look for patterns and group similar ideas together.

4. Write down the key points of each group.

5. Use the key points to develop your ideas further.

2. Group your ideas into 3-5 main categories.

3. Write down the key points of each category.

4. Use the key points to develop your ideas further.

3. Write down your goals and objectives.

4. Write down your key points.

5. Write down your key points.

4. Write down your key points.

5. Write down your key points.

5. Write down your key points.

6. Write down your key points.

6. Write down your key points.

7. Write down your key points.

7. Write down your key points.

8. Write down your key points.