



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?

Dream house realty

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Swimming pool in back side of house

Comfortable rooms in luxury.

Balcony just out the garden.

2

My kitchen comfortable with in new designs.

My new house but in new designs.

Building a garret in your dream.

Impact of a house location on its property value.

Water distribution system.

Atmosphere will differ across people and culture.

I feel attract house.

Pleasant and inviting sensation.



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?