



Says

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

What
customers
might say

"I want a
spacious,
modern
home."

Thinks

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



: Their
inner
thoughts

"I need a
house that fits
my family's
needs".

dream homes realty.

K.Karthikraja
P.Karthigai
selvan
Arumugaraj
jegathees

Their
actions -

"Researching
properties
online"

: Their
emotions

"I'm excited
about finding
the perfect