



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?

Small house are much easier to afford than a penthouse apartmentt

Employment oppurtunities

They accord priority to the social infrastructure such as hospitals, schools and shopping centres close to the residential complex before finalising the house

sustainable environment

Safety and security

Steady price movement in reality prices

Water and electricity supply

Mobility and transportation

How will be the price of the house?

Thinks about the cost as per the square feet



Dream House

Setting up an agreement

Collection of prices of new and resale houses

High price of the land

Feelings of belonging and permanency

Taxation

A good product

House loan data analysis

Investment and stability

Sentimental and stress free

To feel valued.



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?