



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?

Need affordable housing options

It is loocated in prime areas of metro cities

The quality of construction is good

Updated kitchens and baths

Wireless connectivity

Cultural superstitions influence in buying house

Choose a trusted builder

Verify the resale value

Check the loan eligibility and EMI

Excited in knowing infrastructure view

stressed about housing price

Getting nervous in choosing qualitative property



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?