



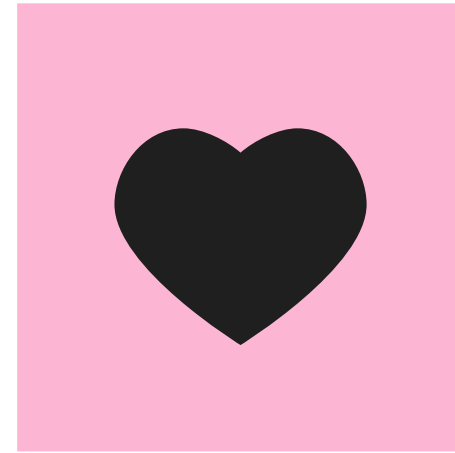
Says

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?



Feels

What are their fears, frustrations, and anxieties?
What other feelings might influence their behavior?

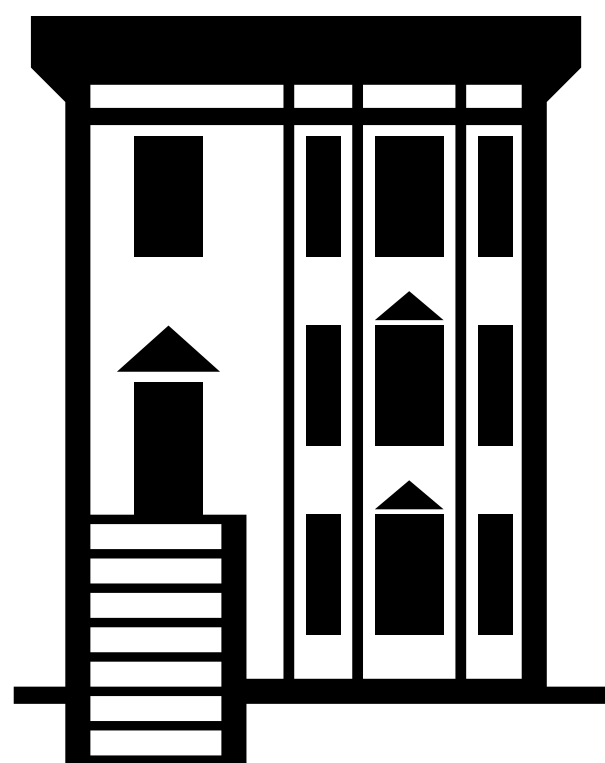


Does

What behavior have we observed?
What can we imagine them doing?

 [See an example](#)

Analysing Housing
Prices In Metropolitan
Areas of India



The impact
of location
on housing
rices

I need
something
safe and
secure

Indian real
estate
market
analysis

I am
gathering for
housing
market in the
world

Am I
gathering the
best price?

The role of
housing in the
economy?

What is the
most expensive
housing market
in the world?

The
advantage of
house price
prediction?

Alert

Uncertain

Future
Property
Prices

Exited

Information
gathering in
group
members

Asks friends
and family
for opinions

Compare
prices of
different
makes and
house prices

Asks lot of
question