

## Says

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

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



**Thinks** 

What customers might say - "I want a spacious, modern home."

Are you looking for an agency but can your dreams into a reality. then look no further!

A one-stop shop'
company with over a
deades long
experience in the
arenas of
enterpernership
bussines networkin
finance and real estae

Type your heading...

Their inner thoughts "i need a house that first my family needs.

I want something awesome

Prentation and

Prepration and maintanance of ZOHO books for dream homes realty

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TO many acronyms

Their actions "Researching
properties
online, attending
open houses."

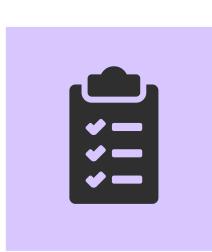
Observes in store

asks friends

Their emotions
- "I'm excited
about finding
the perfect
home."

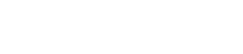
excited

User who to trust



## 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?



