



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?

Their
frustrations
or
challenges

"Limited
budget,
competing
with other
buyers."

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

: Their inner
thoughts

preparation in
maintance of
zoho book dream
home reality

s.nanthini
o.idhaya
s.abinaya
v.lathika

Their
emotions

"I'm excited
about finding
the perfect
home."

Their
actions

"Researching
properties
online,
attending
open houses."



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?