



Says

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

Metropolitan
city in india is a
valuble solution
for potential
home busyers

Village house
is cheap and
Metropolinton
area house is
very costly

Real estate
agents and
invistors



Thinks

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

The house nearby
school,college,hospital
fecilities is nice

Rate per sq
feet is
affordable

Electricity
and water
facilities it's
good



House wall
point is very
nice and tiles
design good

peacefull in
house

it is because
a home is
filled with
love and life



Does

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

totally
comfort with
my previous
house

the wall
paintings
create good
feel

A home is
place that
gives comfort
to everyone



Feels

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