



Says

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

Price trends over time.

Listings of available properties.

Location specific data.

User-friendly interface.



Thinks

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

Desire for a good deal.

Concerns about property value appreciation.

Trust in the prediction model.

Frustration with complex real estate market.



HOME BUYERS OR REAL ESTATE INVESTORS.

Attend property viewings.

Search for properties online.

Compare prices and features.

Consult with real estate agents.

Markets rumours trends.

Recommendation from friends and family.

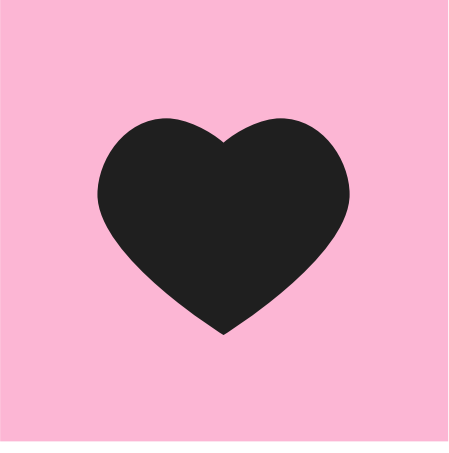
Expert advice on property investments.

Creating awareness for the need of shelter.



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?