



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?



Potential buyer  
A person who buy house



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?

How many rooms will be best?

I was expecting a house with good environment

Which design may much my character

I want some model in my economical range

Where should I start to search

Why is this hard?

Why i can't get a house match my attitude

Is this profitable to me

Ok it is not so bad

I would like it in bright color

Asks friends their opinion

Search precious owner ships

Compare prices with other houses

Make unsure decision

Check price in different areas

Excited for buying

I can't trust it blindly

I am also afraid it will not a good decision

It's so whelming to me