



Says



Thinks

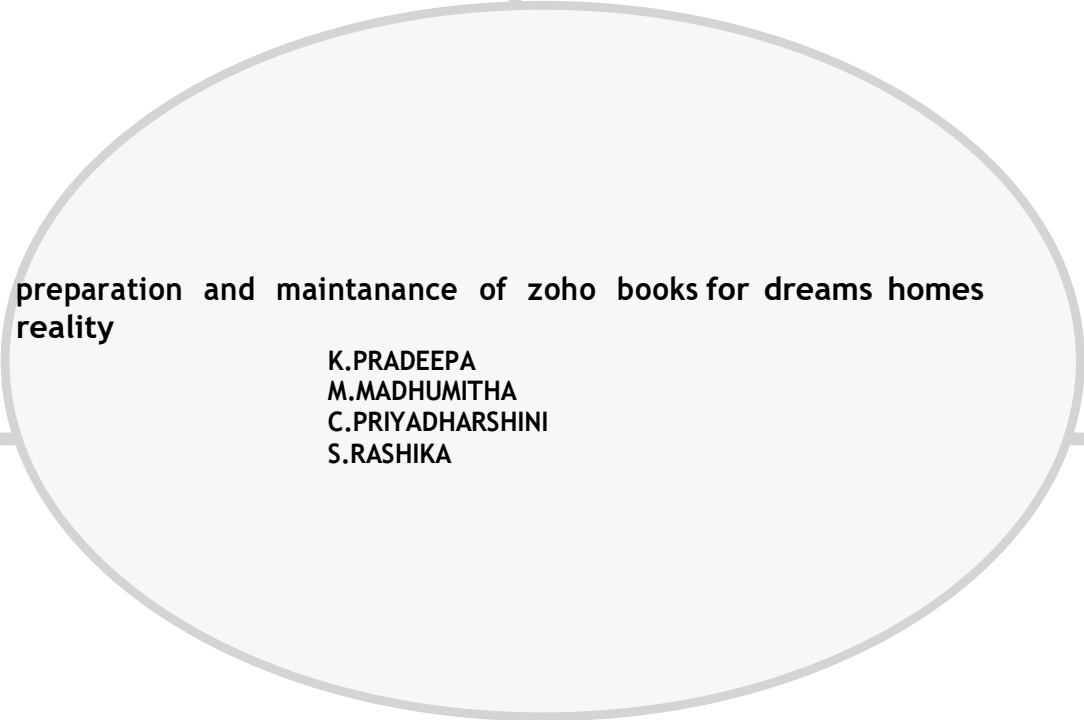
What are their wants, needs, hopes, and dreams?
What other thoughts might influence their behavior?

What customers might say

Their inner thoughts

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

I want a spacious, modern home."



Their emotions

: Their actions

Researching properties online, attending open houses

I'm excited about finding the perfect home

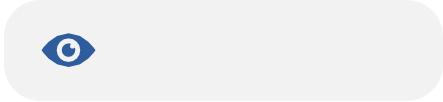


Does

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



Feels



See an example

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