



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?

In metropolitan area the housing price is high

Must be good facility of water service

Hospitals and schools near the house

May be House price based on bedrooms?

Wasting too much time?

Maybe this isn't the best

I want to know more about this

what is best to me?



preethi B
Team leader

Searching about affordable price

List pros/cons

Does not take interest

Asking suggestion with neighbours

Fear

Confused

Inadequate

Happy



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?