



Says

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

I'M
OVERWHELMED
BY THE
FLUCTUATING
HOUSING
PRICES

I NEED TO FIND
A PLACE CLOSE
TO MY
WORKPLACE
AND GOOD
SCHOOLS

IT'S HARD TO
UNDERSTAND
WHY PRICES
ARE SO HIGH IN
CERTAIN AREAS

I WISH I HAD MORE
INFORMATION
ABOUT THE
FACTORS
AFFECTING
HOUSING PRICES



Thinks

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

I NEED TO
MAKE A WISE
INVESTMENT
FOR MY FAMILY'S
FUTURE

ARE THERE ANY
HIDDEN COSTS
ASSOCIATED
WITH BUYING A
HOME

WHAT IF I
CAN'T
AFFORD THE
DOWN
PAYMENT

I'M NOT SURE IF
THE PRICES
WILL KEEP
RISING OR IF
THEY'LL DROP
SOON



RESEARCHES
ONLINE ABOUT
HOUSING
MARKET
TRENDS

TALKS TO
FRIENDS AND
COLLEAGUES
ABOUT THEIR
EXPERIENCES

ATTENDS
PROPERTY
EXPOS AND
OPEN
HOUSES

CHECKS MORTGAGE
CALCULATORS TO
UNDERSTAND
MONTHLY
PAYMENTS

ANXIOUS
ABOUT MAKING
SUCH A
SIGNIFICANT
FINANCIAL
COMMITMENT

HOPEFUL
ABOUT FINDING
THE PERFECT
HOME FOR HIS
FAMILY

FRUSTRATED
WITH THE LACK
OF
TRANSPARENCY
IN THE MARKET

OVERWHELMED
BY THE
COMPLEXITY OF
REAL ESTATE
TERMINOLOGY



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?