



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?

What customers might say

What customers might say

Their inner thoughts

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

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Their actions

"Researching properties online, attending open houses."

Their emotions

"I'm excited about finding the perfect home."



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?