



Says

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

- I'm experienced in home renovations
- we handle various project
- we have a experienced in home renovation
- provide a modern kitchen ideas
- adding budget friendly plans
- provide more storage space



Thinks

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

- we need to ensure the project run smoothly
- complete the project on time
- create a focal point with lightening
- create more usable space
- modern living areas
- need a on time equipment supplies



- improve a broken or damaged construction
- various flooring instalation
- increase the comfort of your home
- wev can fix safety issues
- provide antique furniture
- modifying the ceilings

- Excitement
- Frustation
- Confidence in their abilities
- Anticipation
- Excited beyond compare
- Stress due to project complexity



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?