



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?

Location of
basic
facilities

The price of
the house
could have
been reduced
further

House
prices are
high

It should be
a
comfortable
place to live

What are the
benefits of
buying this
house?

It would
have been
nice value
for money



Comparing
the cost of
areas

User friendly
interface

project is
satisfied

Provide EMI

Want more
privacy

No intention
to buy



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?