



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?



Prices
are
affected

Prices are
different in
various
areas

Neighbourhood
affect

Wants : lowest price
Needs : 7000 to 7200 square feet
Hopes : Quality Home
Dream : Nature house

InfluenceII
Construction cost and interest rates

Influrnce I
Growth of population and real changes in income



Change
their
culture for
their living
areas.

Imagine
Changing the lifestyle
for their
situations

Imagine
Life style of metrocity
area busy
ever moving
rigid stressful

Fears: Rent increasing
Frustrations : Loss the Prices
A

InfluenceI
Owners harsh speeches affect them

InfluenceII
Unsupported neighbourhood



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?