



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?

"I want to find a home that's convenient for my daily commute to work."

I'm looking for good educational institutions for my children.

"Will I be able to afford a decent home in a good location?"

"I hope the real estate market isn't too volatile."

"I need a house that suits my family's needs and size."

"I wonder if the housing loan interest rates will change soon."

RAJKUMAR P

HOUSE PRICING IN METROPOLITAN

Excitement: At the prospect of owning a home that meets their needs.

Concern: About the quality of construction and legality of properties

Hopefulness: For a better quality of life in their new home.

Researches Online: Looks for property listings, prices, and reviews.

Consults Real Estate Agents: Seeks professional guidance on available options.

Checks Commute Times: Considers the convenience of reaching workplaces.



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?