

Says

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

Dream home realty,a construction company,uses zoho books to track project expenses,manage subcontractor payments, and handle invoicing.

HANT a home more easily accessible with necessities nearby carpet space should be ample for my family

Should be a individual villa kind

Want it in a safer environment.At a affordable price with a good resale value.



Thinks

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

Which location can i opt for? with so many different plan.

How to decide on one plan?

Which architect can is chose?

Will the facilities now in the site would be long lasting?



Checks different websites for architectures & builders.

checks articles,sites and customer reviews on various community housing.

Made a pros and cons list asks heighbour about every area of interest for sites.

Many people love natural light shining in their home.

Happy: Finally a dream come true.

Confused:On choosing between the two best options selected for site & builders.

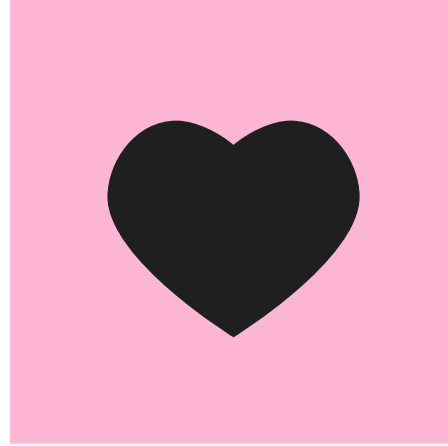
Worried:That all should work out as planned.

Excited:On when could this all be over and to step into my dream house.



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?