



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 am
expecting impact
size

I am expecting
some size

what is the
approximate
price

I expect one
kitchen double
bedroom &
balcony facility
also

I want good
location

I want
something
awesome
house

Compare
houses

Ask friends

More
research

Renter who
to trust

Expecting
various
facility

Expecting
best 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?