



Says



Thinks

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

What customers might say

Their inner thoughts

I want a spacious, modern home."

"I need a house that fits my family's needs."

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s.sri aparna
p.krithika
r.rithika
m.amuthakani

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: Their actions

Researching properties online, attending open houses

Their emotions

I'm excited about finding the perfect home



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?