

Thinks

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

ECO FRIENDLY
ENVIRONMENT

WELL BUILT
SOIAL
INFRASTRUCTURE

WOEN SAFE
ENVIRONMENT

BUILTA
HOUSEAT
LOWPRICE

POLLUTION
FREAREA

PERSON WHO
BUYS A HOUSE IN
METEROPOLITAN
AREA

PEACEFUL SOCIETY

JOB

SAFETY

HIGHTECH
SECURITY
SYSTEM

BUYA
HOUSE IN
LOW
PRICE

CONVENIENCES
FOR
COMFORTABLE
LIVING

HIGH TECH LIFE

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?



