



Says

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



Thinks

This can be done through interviews, surveys, focus groups, and social media monitoring. Consider questions like

What are the main factors influencing your decisions regarding housing prices?

Explore the emotions, thoughts, and aspirations of these stakeholders regarding housing

This can help you understand their motivations and concerns:

Collect qualitative data from these stakeholders to understand their opinions, concerns, and statements related to housing prices.

What challenges do you face in the current housing market



What types of properties are they searching for or investing in?

What emotions are associated with the process of buying/selling a property?

Are they more inclined towards specific locations?

How do they negotiate prices?

What are their perceptions of the current housing market?



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?