



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?



Feels

What are their fears, frustrations, and anxieties?  
What other feelings might influence their behavior?



Does

What behavior have we observed?  
What can we imagine them doing?



Finding affordable housing in the city is challenging

Amenities like schools and hospitals nearby are crucial

I want a safe and well-connected neighborhood

Will I ever be able to afford a home here?

Is this neighborhood safe for my family?

What if property prices keep rising?

Frustration due to high property prices

Anxiety about making the right choice

Helpful about making the right choice

Research online property listings

Visit multiple properties for inspection

Seek advice from friends and family.