

Says

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

Finding

affordable housing in the city is challenging

Amenities like schools and hospitals nearby are crucial

I want a safe and well-connected neighborhood

online property listings

Research

Visit multiple properties for inspection

Seek advice from friends and family.

Does

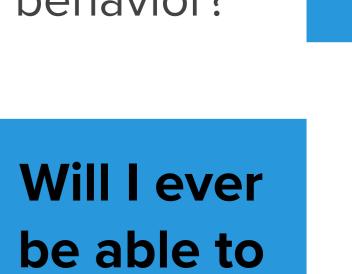
What behavior have we observed? What can we imagine them doing?

Thinks

afford a

home here?

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



Is this neighborhood safe for my family?

What if property prices keep rising?

Frustrastion due to high property prices

Anxiety
about
making the
right choice

Helpful about making the right choice

Feels

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

