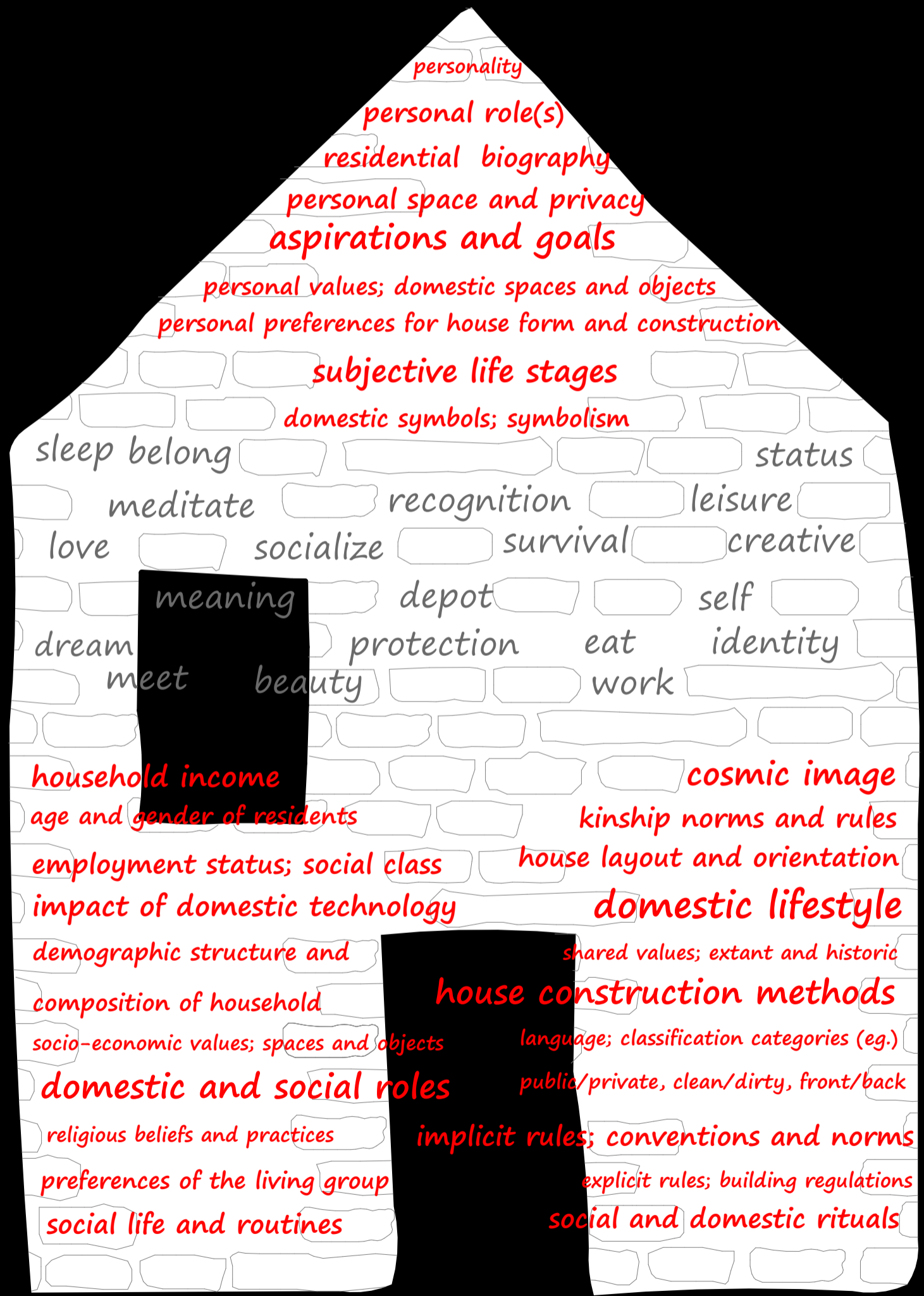




how personal, cultural and **social factors** compete and cooperate to generate the experiential qualities of the house?  
which social, cultural and **psychological factors** have affected the generation of the experiential qualities of the house as a whole?



how to decode dwellers' needs in relation to the experiential qualities of the house?  
how to decode the impact of **cultural factors**, psychological and social factors on house preferences, choices, satisfactions and experiences?