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

Thinks What are their wants, needs, hopes, and dreams?

the consumer

buy the house

will think to

in main area

with low cost

they use to

consumer

with good

thought

influence the

What other thoughts might influence their behavior?

they think that their surrounds should be in happy manner.

some consumers should think that their environment. the consume r

will think for housing loan for this purchase.



Persona's name

Short summary of the persona

by devoping this software we feel that consumers can fulfill their needs

onsumers can analyse their budget and safe surrounding by use of their

this may help the consumers. because of this software we connect the builders and consumers

the consumers can easily understand the facilites in house

they hope that

should be well

their basic needs

sufficient for

the facility

by using this map the builders can esily their rhought regarding the facilities of the house



Does

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



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



