

Says

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

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



Thinks

the pricesof residential properties in chennal went upto6 per

ousing price

inhyderabed

roseupto 13

percent

the delhi metropoliien cities has went upto10to15 percent high it have modern style of architecture

the home is a signof wealthand property

it is best for career growth



Persona's name

Short summary of the persona

for major cities to 6500-6900 rupees for per squre

the avarage housing price increased 7% per year

domination of business class for the house

find a sitable land in agood locality.

easil accessible suitable and best architecture

> low cost and best price for house



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?

