Concerns

affordability.

about



"The prices are skyrocketing!"

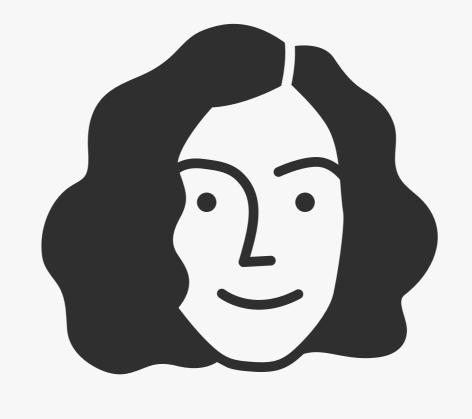
"I wonder if this area is safe."

loan can I get?"

"How much



Evaluating loan options.



Persona's name

Short summary of the persona

Scours online property portals.

Attends property exhibitions.

Talks to real estate agents.

Anxious about the high prices.

Excited about potential investment.

Confused by the market fluctuations.



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?

