



Says

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

Modern kitchen

Tiles and number of Rooms

Investment methods

Small lawn and big garden



Persona’s name
Short summary of the persona

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



Good Infrastructure,Better quality of the product

4BHK rooms,Rooms with attached bathrooms

Interior designs,swimming pool,parking lot

Fulfilling desires rather than meeting needs

Natural light with trees

Comfortable,secured,full of good memories

A pleasing colour palette

Good interior as well as exteriordesigns

Enthusiastic about the dream home

Peaceful resting

Customer satisfaction

Excitement



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?

