



Says

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

Thinks

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



current homeowners

We want the value of our property to increase

home buyer:
I want a comfortable and affordable place to live

goverment official

I must ensure housing is accessible and affordable for all."

real estate agent:
I need to close deals to earn a commission

properety developer:
I need to build homes that cater to market demand

current homeowners

Will the market continue to appreciate, or should we sell?

home buyer

Will I be able to afford a decent home in this city?

government official

How can we regulate the real estate market and control prices?

property developer

What features should I include to attract buyers

real estate agent

How can I persuade buyers to invest in this property



Kanimozhi Team

Short summary of the persona

current homeowners

Monitoring property values, considering selling or upgrading

homebuyer

Researching online listings, visiting properties, seeking advice from friends and family.

government official

Implementing housing policies, monitoring market trends, enforcing regulations

real estate agent

Researching online listings, visiting properties, seeking advice from friends and family.

property developer

Planning, construction, marketing, market research

current homeowners

Nervous about property values, proud of homeownership.

homebuyer

Anxious, hopeful, overwhelmed by choices.

property developer

Investment risks, market trends, profit-driven

real estate agent

Pressure to meet sales targets, competitive, confident.

government official

Responsibility to the public, policy-driven, bureaucratic



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?

