

Says

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

> They says more expensive than now in future.

Thinks

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



Home prices have been going up

Luxury property rental rise.

Less competition yields better

deals.

Housing will become environmentally sustainable!

I would think that the housing prices will continue to increase steadily

Persona's name

Short summary of the persona

See an example

Collection of prices of new and resale houses.

The amenities provided for each house.

Rising interest rates

appreciation attributable location

Cost of construction or rehabitation

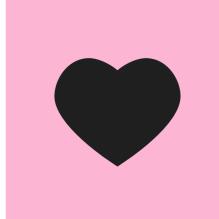
Tax credit percentage

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?



Feels