



Says

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

They says
more
expensive
than now in
future.

Luxury
property
rental rise.

Less
competition
yields better
deals.

Collection of
prices of new
and resale
houses.

The
amenities
provided for
each house.

appreciation
attributable
to
location



Does

What behavior have we observed?
What can we imagine them doing?



Persona's name

Short summary of
the persona

[See an example](#)

Thinks

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



Home prices
have been
going up

Housing will
become
environmentally
sustainable!

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

**Rising
interest
rates**

Cost of
construction
or
rehabitation

Tax credit
percentage

Feels

What are their fears, frustrations, and anxieties?
What other feelings might influence their behavior?

