



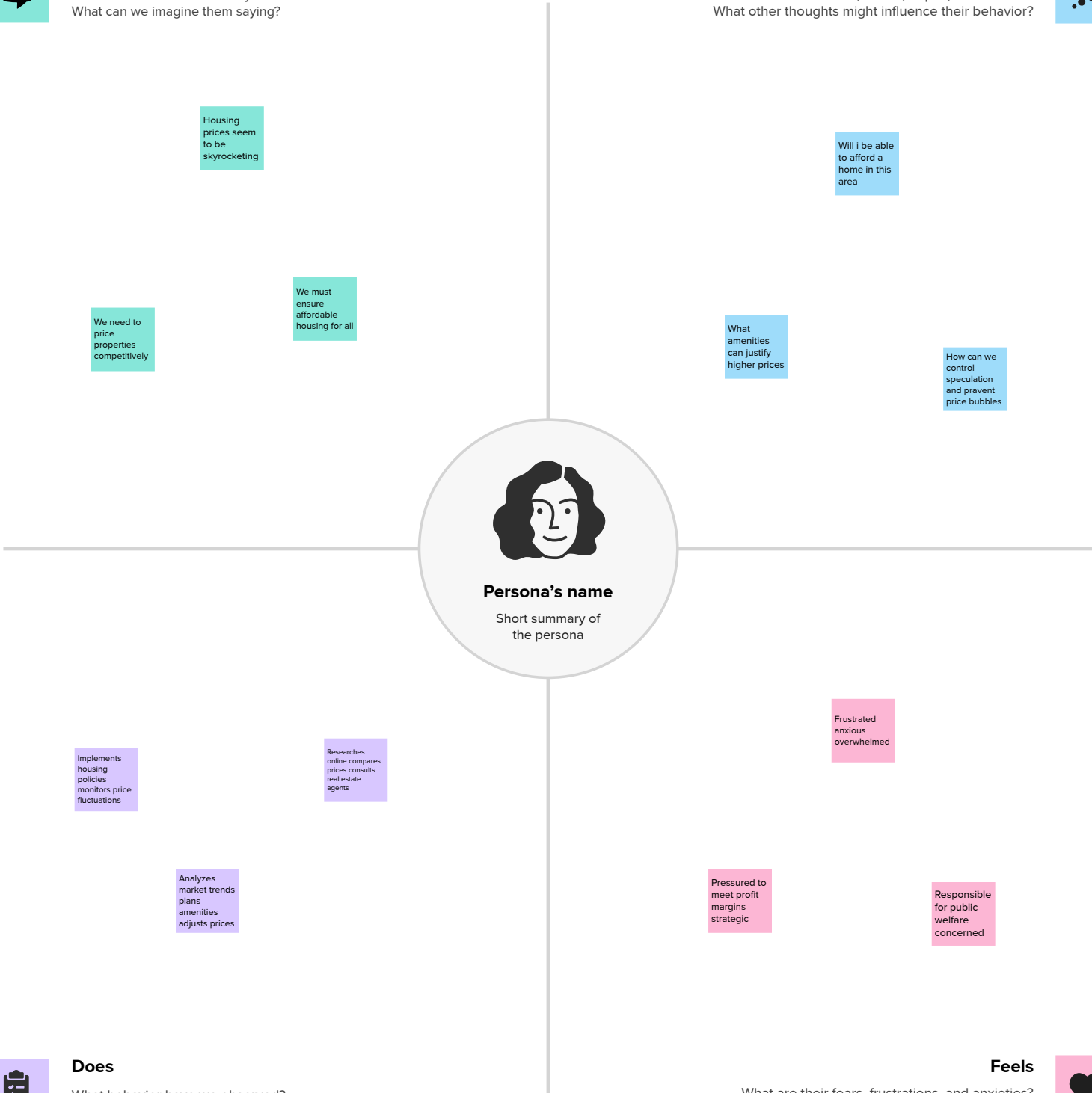
Says

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?





Persona's name

Short summary of the persona

Housing prices seem to be skyrocketing

We need to price properties competitively

We must ensure affordable housing for all

Will I be able to afford a home in this area

What amenities can justify higher prices

How can we control speculation and prevent price bubbles

Implements housing policies
monitors price fluctuations

Researches online
compares prices
consults real estate agents

Analyzes market trends
plans amenities
adjusts prices

Frustrated
anxious
overwhelmed

Pressured to meet profit margins
strategic

Responsible for public welfare
concerned



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?

 See an example