

perfect
place that
matches our
personality

Perfect home at perfect place

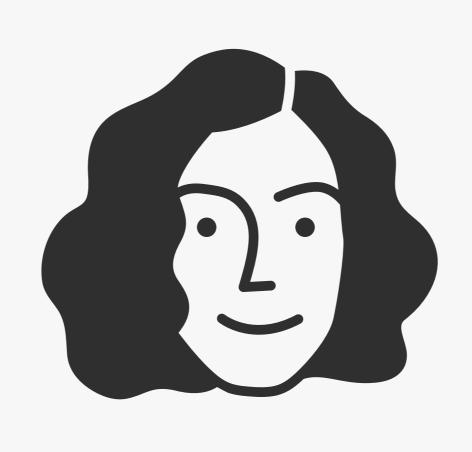
What other thoughts might influence their behavior?

Furnish a dream house in your imagination

Dream house is your own address

Help you move up to your next home

Blueprint to reality



Persona's name

Dreamhouse

reality

To build a better life

Create a better financial future

a houseis madeof hopes

Take a good care of your home

build with love

Protects
the
dreamer

Does

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

Feels

