



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?

perfect
place that
matches our
personality

Perfect
home at
perfect
place

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 house
is made
of 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

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