

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?

To check the house condition

convenient of the house location

To sale the house in good price

To sale the house to the good buyer

The house had all the features

To buy house in low price

To sale the house without legal problem

To sale the house quickly

Maintaing house condition

onsider the house price

Persona's name

Short summary of

the persona

convenient price for buyer and sellar

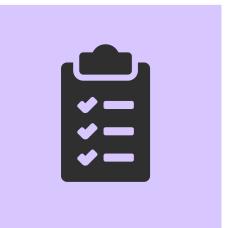
peaceful and comfortable house was to sale the buyer

arranging house facilities

giving the road map for the house

buyer satisfied sellar satisfied

Feels



Does

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



See an example

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

