



Says

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

To check the house condition

convenient of the house location

The house had all the features

To buy house in low price



Persona's name

Short summary of the persona

Maintaing house condition

onsider the house price

arranging house facilities

giving the road map for the house



Does

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

Thinks

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



To sale the house in good price

To sale the house to the good buyer

To sale the house without legal problem

To sale the house quickly

convenient price for buyer and sellar

peaceful and comfortable house was to sale the buyer

buyer satisfied

sellar satisfied

Feels

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

