



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?



housing prices in metropolit
area
Short summary of
the persona

i have been
saving for years
,but the prices
keep ring

rent consumes
most my income
, i can't save for
emergencies or
my children's
education

the demand for
housing is high ,
but land prices
regulations
make it
challenge

we need to
manage
urban
planners

i want a safe and
stable home for
my family but the
dream feels out
of reach

balancing profit
and affordable
housing is
difficult . how
can i make it
work

i'm stuck in this
cycle of paying
high rent . will i
ever breake
free

how can we
implement policies
that benefit both
citizens and the
city's
developement

looks for cheaper
housing option ,
considers sharing
accomodation ,
advocates , for rent
control policies

reserches
extensively,
attends property
expos ,considers
commuting for
suburbs , seeks
financial advice

reviews zoning
laws , develops
affordable housing
schemes , consult
with experts and
stakeholders

seeks government
incentives ,
explores innovative
construction
method , engages
with ueban
planners

anxiety,frustration,fear
of missing out of
opportunities, hope for
a better future

financial stress,
insecurity,
resentment
towards rising
rent

bussiness
pressure, desire
for growth ,
responsibility
towards the
community

responsibility
towards public
welfare , political
pressure , need
for sustainable
solutions



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?