



Says

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

"House prices are skyrocketing!"

"Real estate agents are not transparent about prices."

"I can't afford a decent home in this city."

"Will the housing market crash"

"should i invest in real estate or look for alternatives?"

"Is it a good time to buy or should i wait?"



Thinks

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



Persona's name
Short summary of the persona

Researches online for property listings and prices.

Consults with friends and family for advice.

Visits multiple neighborhoods and attends property viewings.

Anxiety about making a long-term financial commitment.

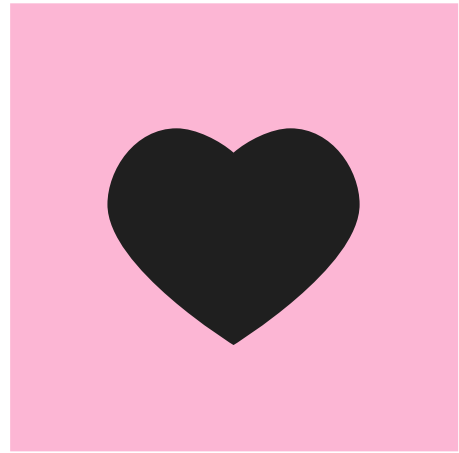
Frustration due to unaffordable housing.

Confusion about market trends and options.



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?

