



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?



Collection of
prices of new
and resale
houses

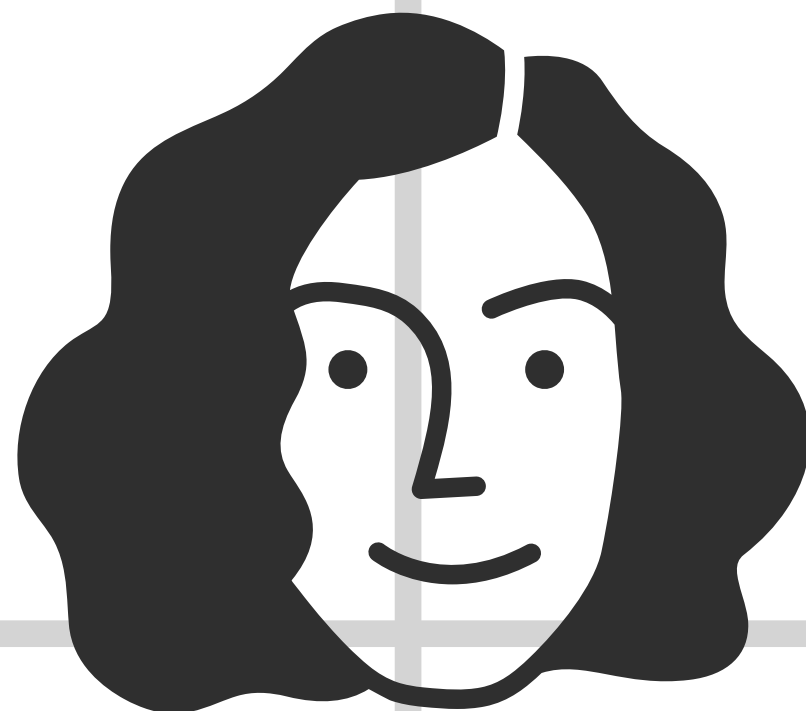
Located in
the
metropolitan
area of india

The
amenities
provided for
each house

Such as size age and
material for houses

Similar sales
prices therefore
median house
prices likely more
accurate
indicator

Suburbs that have
similar properties



Persona's name

Short summary of
the persona

By leveraging
historical sales
data property
details and
location

Specific
information
a predictive
model

High sentiment
level coincident
with high
frequency
cluster

Accurately
estimate
house price

High positive
sentiment is
associated
with higher
housing price

The highly related
to land use types
in places such as
for financial district
and train station



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?



 [See an example](#)