

## Says

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

> Housing prices are skyrocketing in the city.

I can't afford a decent house in a good neighborhood. the market.

Government policies need to be more supportive.

Real estate developers are exploiting

Persona's name

Short summary of the persona

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

Are there affordable housing options available?

Will I ever be able to afford a home in this city?

**Thinks** 

Government should intervene to control prices.

How can I invest wisely in this market?

Researching housing market trends

Participating in protests or advocacy for affordable housing

Seeking advice from real estate agents

Does

Saving more money for a down payment

Anxiety

Hopelessness

Optimism (if they see opportunities)

Frustration

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?



