



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?

Fesility

Near by
hospital and
school

Working
place

Monthly
income

Safty

Transport
fesility



Persona's name
Short summary of
the persona

After 5 years
increas in
housing
price

Mumbai city
is the highest
housing price
in the world

Indian
cities,2023 in
April-June
housing price is
Rs 7,000-7,200
per square foot

Housing
prices are
rising

Renters say
home
ownership is
hopeless

COVID-19
leads house
prices down



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?