

Says

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

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



Thinks

i want to find a house that fits my budget and lifestyle.

What my relatives are considered about this?

are there any good deals or discounts.

What are the current market trends?

Should i prioritize a larger house on main area?

Can i secure
a mortage
with favorable
interest rates
and terms?



Persona's name

Short summary of the persona

Researches about the area they buy home.

planning with family to discuss about housewarming.

Ofently visits the house they buy.

Anxious about making such a significant financial decision.

Overwhelmed by the abundance of options.

Excited about the prospect of owning a new house but also cautious.



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?

