



Says

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

I want to find a house that fits my budget and lifestyle

What neighborhoods are considered safe and convenient for commuting

Are there any good deals or discounts available in the market



Thinks

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

What are the current market trends, and will the price continue to rise.

Should I prioritize a larger house or a more central location.

Can I secure a mortgage with favorable interest rates and terms.



Persona's name

Short summary of the persona

Visits open houses and schedules property viewings.

Researches online listings and real estate platforms regularly.

Consults with mortgage brokers or financial advisors to understand financing options

Anxious about making such a significant financial decision.

Overwhelmed by the abundance of options and information in the market.

Excited about the prospect of owning a new home 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?