What other thoughts might influence their behavior?

"I need to

balance location,

amenities, and

budget while

making a

decision."

"Balancing

development with

infrastructure and

green spaces is

housing

crucial."



"Owning a home is a dream, but affordability is a major concern."

"Meeting diverse buyer demands while navigating market trends is a challenge."

"Balancing construction costs and market demand is a constant juggle."

"Creating liveable cities while managing population growth is a complex task."



Persona's name

Short summary of the persona

Researches extensively, seeks financial advice, negotiates with sellers, and occasionally feels overwhelmed by the options.

Monitors rental market trends, explores potential areas, negotiates with landlords, and considers homeownership options.

Evaluates Ioan applications, offers financial advice, calculates EMI options, and ensures compliance with lending regulations.

Studies market data,

showcases properties, advises on pricing strategies, and builds relationships with clients.

by the competitive market. Committed to sustainable

Anxious about rising

property prices,

finding the perfect

home, and frustrated

excited about

urbanization, frustrated by zoning challenges, and motivated to improve city living.

designs and sustainable practices can set my projects apart."

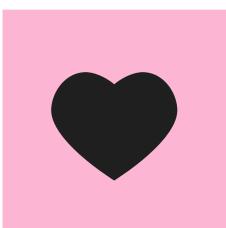
"Innovative

"I need to plan for possible rent hikes and consider future stability."

Eager to help clients, pressured to meet sales targets, and occasionally frustrated by market uncertainities.

Empathetic to buyer's financial concerns, pressured by loan targets, and satisfied when helping dreams come true.

Feels





What behavior have we observed? What can we imagine them doing?

