



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?

what is the use of this project?

why i have to work in this project?

what is the benefit of this project?



Persona's name
Short summary of the persona

if i do this project what will happen?

why should i do this project?

what is the benefit of this profit?

how they make a comparison of the property with others in the same area?

how they gather the correct information?

how they decide the market value?

can we get profit?

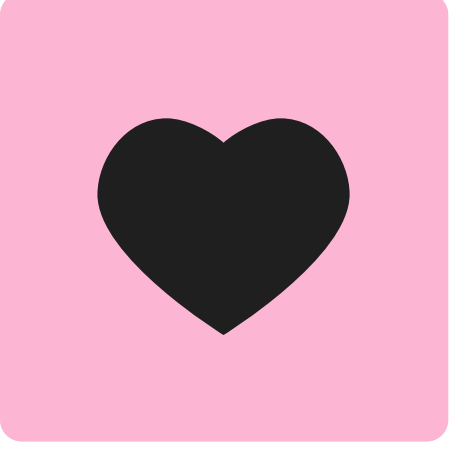
is it useful?

is it convenient?



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?