



Says

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

a single
house nt
connected

a building
that
consists of
mamnu flats

a luxurious
house



Thinks

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

real estate
hepls

build equity



Persona's name
Short summary of
the persona

our house
our safe

an idea home
is the one
which has
enough
sapce

a dream
house is
crate

long trem

financial
secirties



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?