

Says

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

I want to connect with local

Sale and purchase agreement about lands

Select an area that has a strong future scope

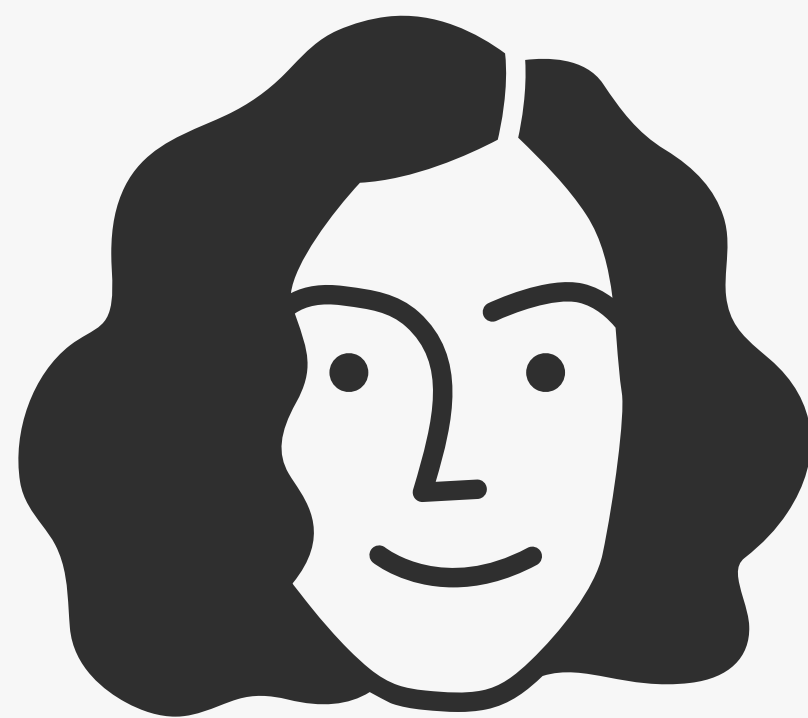
Thinks

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

Compares prices

Speculative demand

Lands are too expensive



Persona's name  
Short summary of the persona

Publishing advertisement

Affordability of housing

Confused

Ceate a website

Excited

Interest rates

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?

