



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?

"The demand for properties in metropolitan areas is high, and the prices reflect the market ."

"Housing prices seem to be skyrocketing in metropolitan areas. It's becoming increasingly difficult to find affordable options."

"Developing properties in metropolitan areas is costly due to high land prices and construction expenses."

"I need to find a place that meets my budget without compromising on quality. Are these prices justified? What factors are driving these prices?"

"How can I present the available properties in a way that justifies the price? What are the key selling points for each property? How can I address the concerns of potential buyers?"

"What types of properties are in demand? How can we maximize profits while meeting market expectations? Are there any innovative ways to cut costs without compromising quality?"



Home Seeker, Real Estate Agent, Property Developer  
Short summary of the persona

Scours online listings, attends property exhibitions, consults with real estate agents, and seeks advice from friends and family who have recently bought properties.

Compiles property listings, conducts property tours, negotiates with buyers and sellers, researches market trends to provide informed advice.

Identifies potential development sites, collaborates with architects and contractors, conducts market research to identify trends, seeks funding for new projects.

Frustration due to the lack of affordable options. Anxiety about making such a significant financial decision. Concern about the long-term financial implications.

Pressure to meet sales targets, excitement when a potential buyer shows genuine interest, frustration when buyers negotiate aggressively.

Pressure to deliver profitable projects, excitement about creating new living spaces, concern about market fluctuations impacting sales.



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?