



Says

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

Public Opinion:  
Gather data from news articles, social media, and surveys to understand public sentiment and opinions regarding housing prices.

Expert Insights:  
Consult real estate experts and economists for their views on the housing market

Media Coverage:  
Analyze how the media is reporting on housing prices trends and their impact on residents.



Thinks

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

Affordability Concerns:  
Understand if people are worried about being able to afford housing in metropolitan areas.

Location Preferences:  
Identify if certain locations are more desirable due to factors like proximity to work, school, or amenities

Investment Perception:  
Determine whether people see real estate as a good investment or a risky proposition.

Persona's name

Short summary of the persona

Frustration:  
Gauge the level of frustration or stress people experience due to high housing prices

Hopefulness:  
Explore if people are optimistic about future price trends or if they feel trapped by current prices.

Anxiety:  
Understand if housing costs are causing anxiety or affecting mental well-being .

Saving Patterns:  
Analyze how people are adapting their saving habits to afford housing.

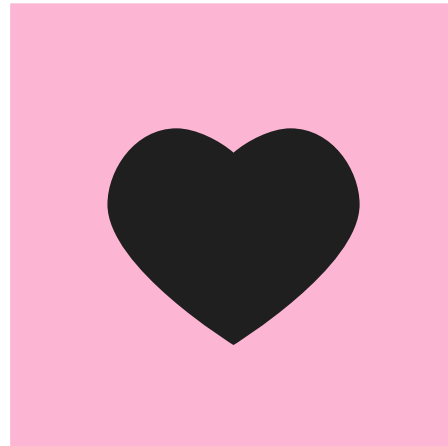
Housing Choices:  
Observe if individuals are choosing alternative housing options such as rentals or co-living.

Advocacy And Activism:  
Determine if there are any housing - related advocacy groups or movements in response to high prices.



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?