



**Says**

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

**Decide on a budget for your dream house**

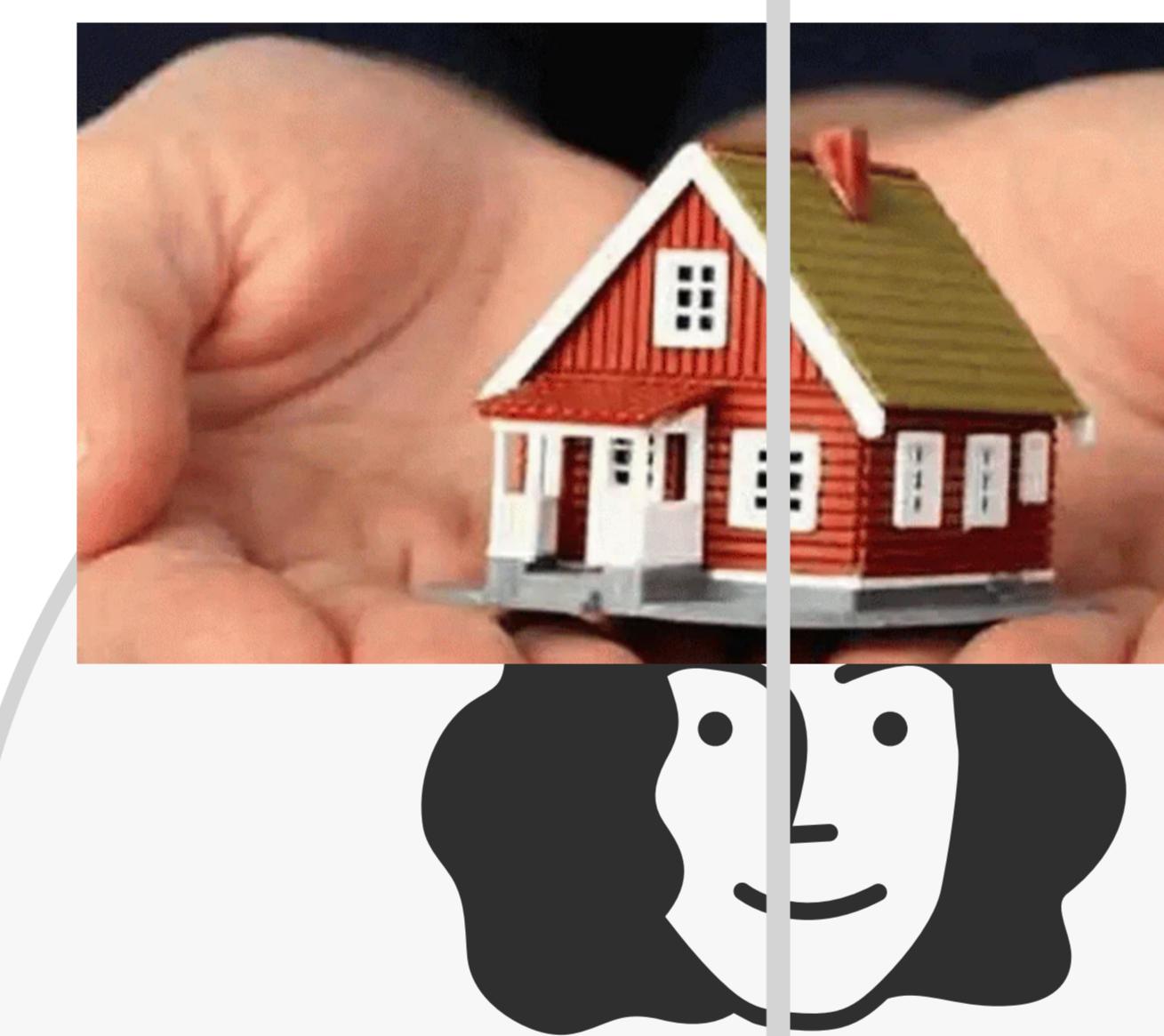


**Create a timeline for the team**



**Raw materials**

**Find and buy the right lot**



**Home with garden**



**Parking facility**

**A balcony is a must in my dream house**

### Dream house realty

Short summary of the persona

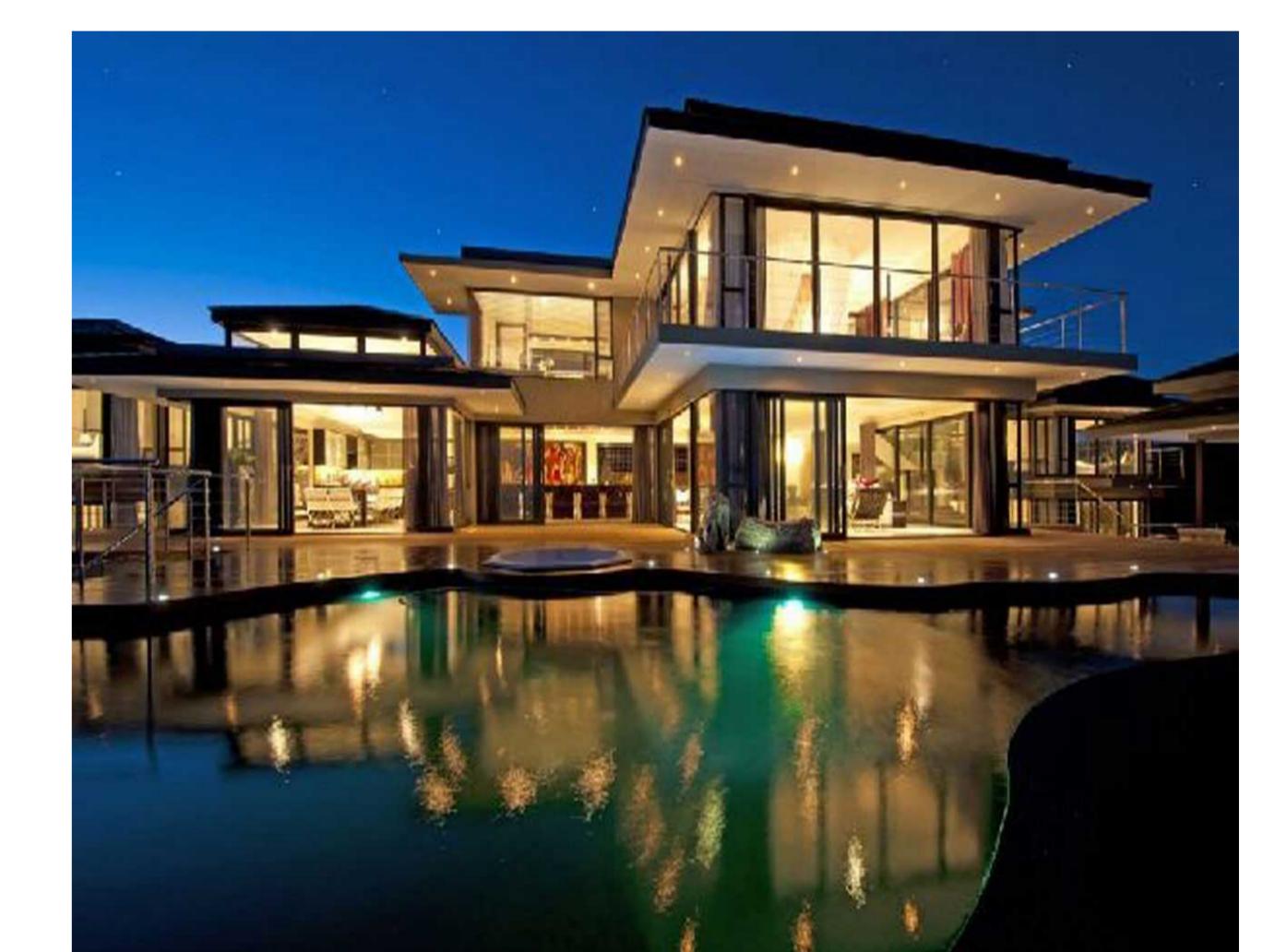
**Find a lender for building your dream house**



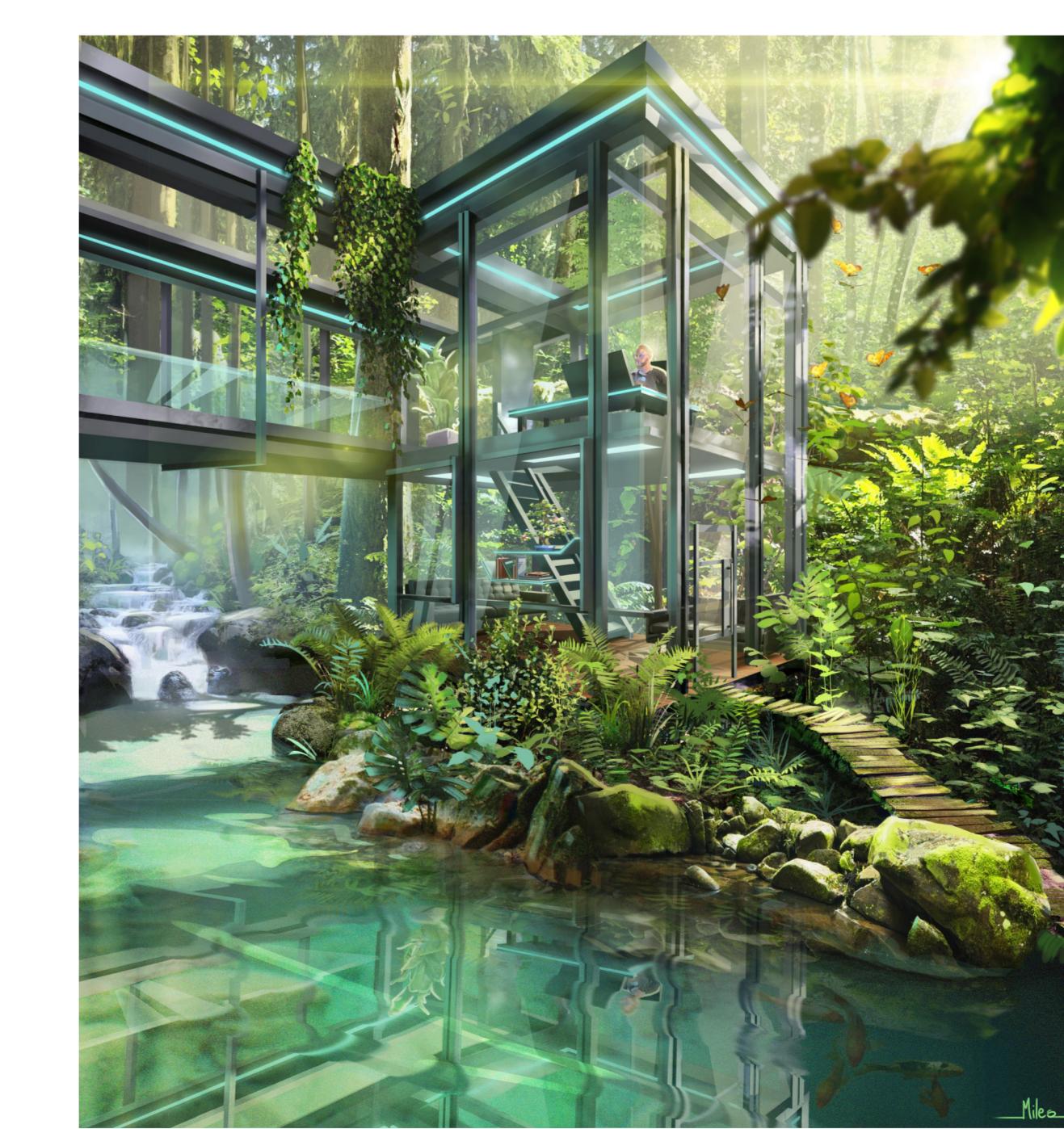
**Assemble a construction team**

**Decide on architectural design**

**Home is a starting place for love, hope, and dreams**



**A house is built with love and dream**



*I am not yet settled in my dream house, but always just dream of my house*



**Does**

What behavior have we observed?  
What can we imagine them doing?

[See an example](#)

**Feels**

What are their fears, frustrations, and anxieties?  
What other feelings might influence their behavior?

