



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?

One of the most important elements to a dream house is comfort.

A dream home is a place that meets if not exceeds your every need, and even needs that you didn't know you had.

A dream home is a place where you can be yourself, surrounded by the things you love.

My dream house would be a place where I would live happily with my family.

Modern house design is all about embracing simplicity.

Create a space with clean lines to form simple geometric shapes.



Persona's name
DREAM HOME REALTY

A dream of a home that will not only fulfill his functional needs and accommodate his family, but also will satisfy his deepest desires.

It is only when you dream home big with all your heart you will be able to achieve big.

An ideal home is well designed spaces that are optimized to offer maximum utility should be preferred.

Many people love natural light shining in their home. That's feel is awesome.

Color is one of the easiest ways to do this.

Incorporating your favorite colors in various areas of your home is important to how you will feel about your home in the long run.



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?