



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?

Some of us
have an
auditory
processing
disorder

I hear what
you are
saying

If you can
imagine it,
you can
achieve

without bias to
help both the
buyers and
sellers mark
their decisions

to be
needful or
necessary

therefore the
median house
price is likely to
be a more
accurate
indicator



Persona's name
Short summary of
the persona

postures,movement,nonverbal
and verbal behavior

The systematic
recording of
behavior by an
external
observer

more and more
people in india are
looking to buy
residential
properties priced
between rs 1-2 crore

linear
regression

rose by 4.5%
in Q1 2023 a
yearearlier

mumbai



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?