



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?

collection of
prices of new
and resale
houses loted in
the metropolian
areas of india

the
amenities
provided for
eah house

wih 40 explanatory
variables describing
various aspects of new
and resale houses in
the metropolitan areas
of india,one can predict
the final price of houses
in these regions

i hope i an run my
own bussiness and
make it to be
international order
to earn more money
for myself and my
family

ideas or opinion
produced by
thinking or that
occur in he mnd

property prices
in india are
expected to
increase 7.5 %
on a pan-india
basis this year



Persona's name
Short summary of
the persona

postures,movements
,nonverbal and
verbal behavior

ndia's major
housing problem
has genesis and
roots in the aute
shortage of rural
housing,both in
quality and quantity

the result of someth
called a"mental
workplace,"a neural
network that
coordinates activity
across multiple regions
of the brain

fear is an emotional
o a specific,ral
danger,while anxiety
is an exsessive and
unfocused fear that
may be triggered by
a variety of stimuli

the emoions you feel
each day can compel
you to take action
and influene the
decisions you make
about your life,both
large and small

emotions are reciprocal with
mood,temperament,personality,disposition,and
motivation

Feels

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



Does

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

