

Says

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

I've noticed that housing prices have been rising rapidly in recent years.

I've heard people discuss how location affects property values

Some individuals mention the challenge of finding affordable housing in major cities

I've overheard conversations about the impact of economic trends on real estate



Thinks

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

Wants to find a home that fits within their budget while meeting their requirements.

Dreams of owning a house in a desirable neighborhood without financial strain

Needs accurate information about the factors influencing housing prices

Hopes for stable property values to ensure a good investment.



Persona's name
Short summary of the persona

Actively searches online platforms for property listings and price trends.

Consults real estate agents to gather information about potential homes.

Compares property prices in different areas to make informed decisions.

Attends real estate seminars and workshops to understand market dynamics.

Fears making a wrong decision when buying property due to the complexity of the market

Frustrated by the lack of transparency in property pricing.

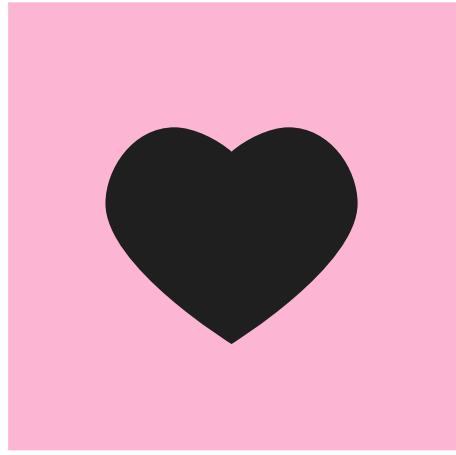
Anxious about securing a home loan and managing mortgage payments.

Stressed about potential property value fluctuations impacting their investment



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?