



Says

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

Property prices expected to increase

Increased by 7.5%

In metropolitan cities, residential properties



Thinks

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

Prices were forecast to rise 6% next year

Manage the construction costs and a strong revival in demand.

Even economic conditions in other countries.



Persona's name

Short summary of the persona

The wealth effect is likely to cause an increase in consumers pending.

Utility, Desire, Scarcity, Effective Purchasing.

Lack of demand.



Does

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

Increased savings

Relatively little income disruption for middle and higher income groups.

A post-pandemic need for security.



Feels

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