

## Says

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

Thinks

What other thoughts might influence their behavior?

What are their wants, needs, hopes, and dreams?

Prices were forecast to rise 6% next year

Manage the construction costs and a strong revival in demond.

Even
economic
conditions in
other
countries.

Property prices expected to increase

Increased by 7.5%

In metropolitian cities,residential properties



## Persona's name

Short summary of the persona

A postpandemic
need for
security.

Relatively little income disruption for middle and higher income groups.

Increased savings

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

Utility,
Desire,
Scarcity,
Effective
Purchasing.

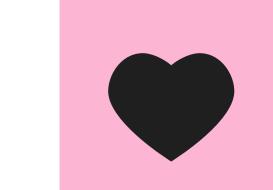
Lack of demand.

## Does

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



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



**Feels** 

