



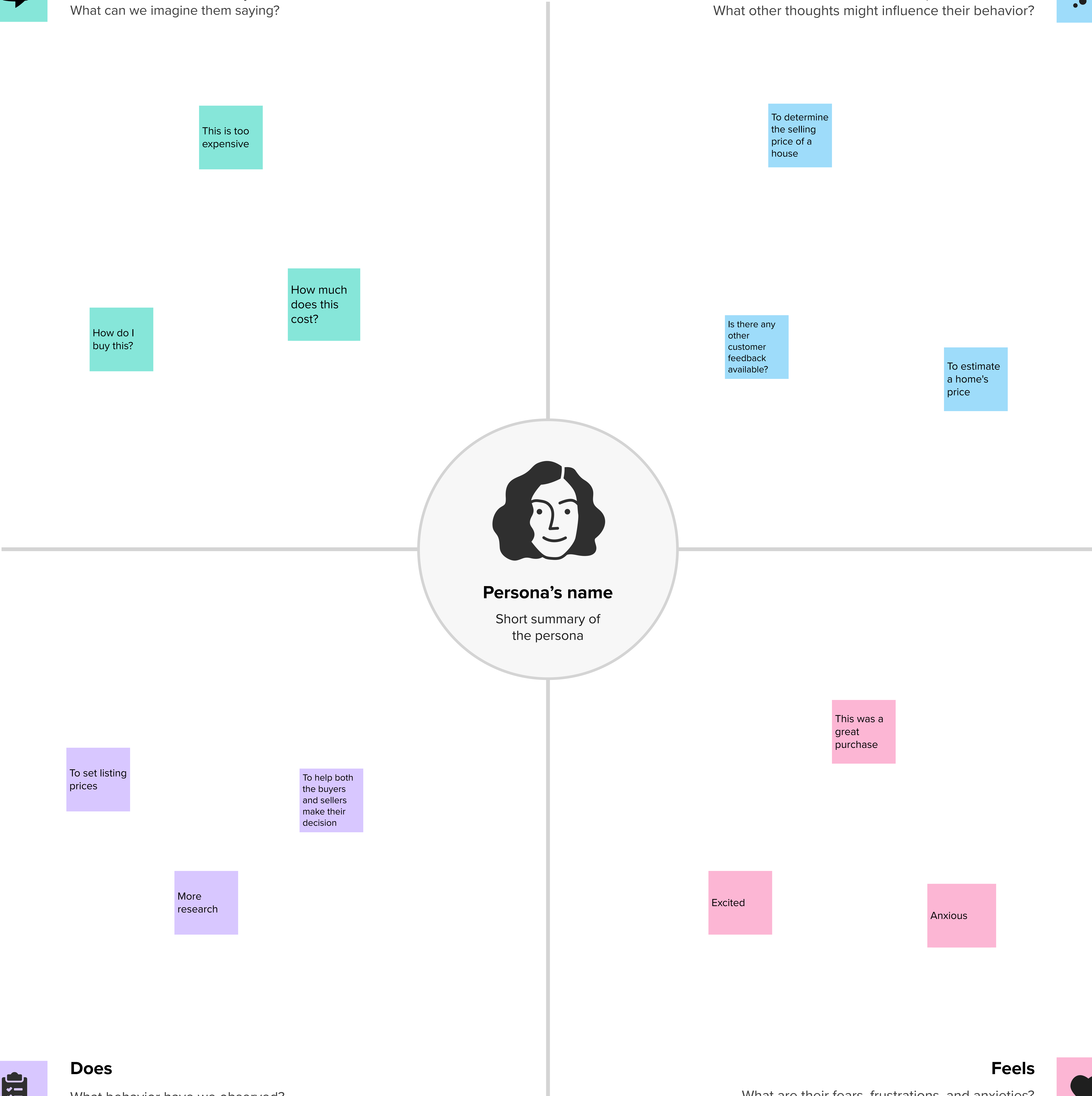
Says

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?



This is too expensive

How do I buy this?

How much does this cost?

To determine the selling price of a house

Is there any other customer feedback available?

To estimate a home's price



Persona's name

Short summary of the persona

To set listing prices

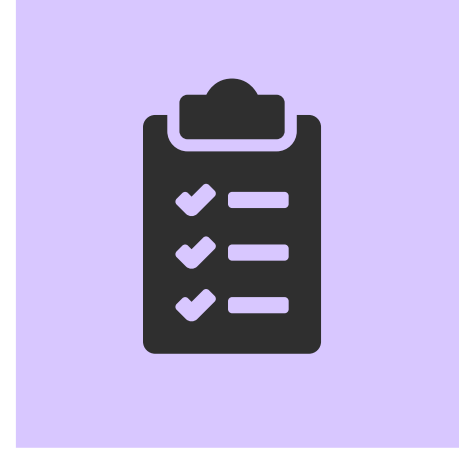
To help both the buyers and sellers make their decision

More research

This was a great purchase

Excited

Anxious



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?

 See an example