



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?

the square footage of the house in the metropolitan cities is less but its price is more

because of our works we have to stay even the house price is more

there are more facilities in cities than in village

in big cities ,more money is charged for things like water and electricity

urban areas are more polluted but rural areas are less polluted so our health is not affected much

i dont like live in metropolitan cities so i dont care about its house price



Ramya

Short summary of the persona

day by day the price of house is incresing so our entire salary is going to be spent on paying the rent its become fear

buying a house in the cities is the dream of many poor people but it is only a dream because the price of the house is high

if you buy a house in many industrial areas the price will be high but in that if you buy a house in a non industrial area the price of the house will be lower

the cost of buying a house and constructing a house in it is high but the cost of buying a fiat in an apartment is low

people in village aspire to live like urban people but they cannot because house prices are increasing there

people feel that house price is more in metropolitan cities



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?