



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?



Feels

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



Does

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



Persona's name

Short summary of the persona

A post -  
pandemic  
need for  
security

Increased  
savings and  
relatibely little  
income  
disruption for  
middle

It is  
favouranle for  
only higher  
income  
groups

Similar  
properties  
tends to have  
similar sales  
price

The medial  
house price is  
to be a more  
accurate  
indicator

Household  
disposable  
income plays a  
key role in  
shaping house  
price trends

Relative prices  
of the houses  
should ne mean  
rebertering or  
stationary/

House price  
prediction can help  
the developer  
determine the  
selling price of a  
house

It can help the  
customer to  
arrange the right  
time to purchase  
a house

The HPI is one of  
many economic  
indicators that  
investors use to  
keep a pulse

It makes  
potential  
shifts in the  
stock market.

the rise and fall  
of house price  
can have big  
implications for  
the economy