



Says

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

Housing prices vary from one metropolitan cities to other

Price increases for better infrastructure.

Prices are so high because of the increasing population.



Thinks

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

Reasonable prices for better infrastructure.

Housing prices in metropolitan cities increases due to the increasing demand.

Housing prices depends on land cost.



Persona's name

Short summary of the persona

Observing price changes in the market.

Predicting the housing prices in metropolitan cities based on historical sales data.

Analysing the property details and the location specific information.



Does

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

Satisfied.

Overwhelmed.

Convinience.



Feels

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