



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?



Persona's name

Short summary of the persona

- Peoples are say good quality built homes ,however nothing to fancy
- I want something reliable
- I was expecting something different
- When reference is made to the peoples house ,this usually means the house representatives.
- I picked my home because it is nearer school and church.

- I want some awesome
- Help the developer is determine the selling price of a house.
- Too many acronyms
- Help the customer to arrange the right time to purchase a house
- There are three factors that influence the price of a house

- Have anxieties to get the house done successfully
- More research about the house
- Clarify your goal
- Choosing a career pursuing an education

- The cost of the construction material
- User who to trust
- Improper surface grading/ drainage
- The problems we have related to the house we live in



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?