



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?

Decide on a budget for your dream house.

Create a timeline for your dream home.

Home with garden.

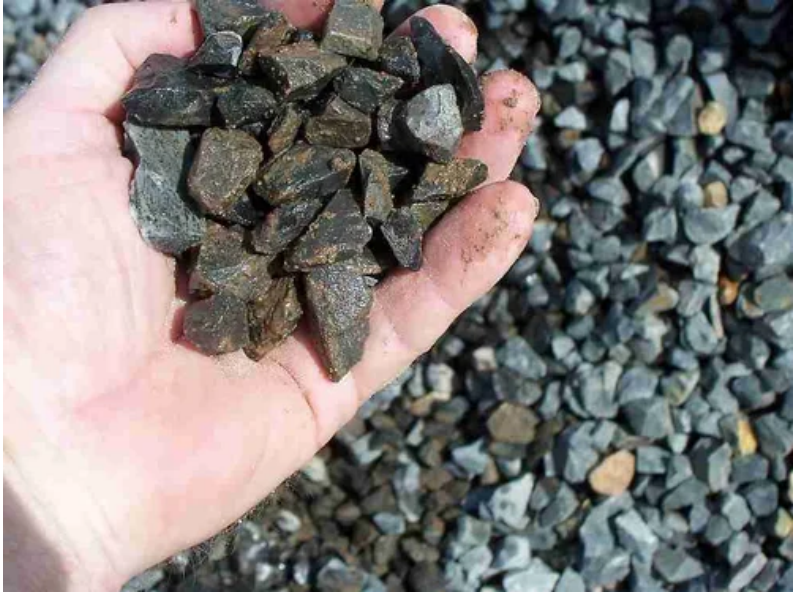
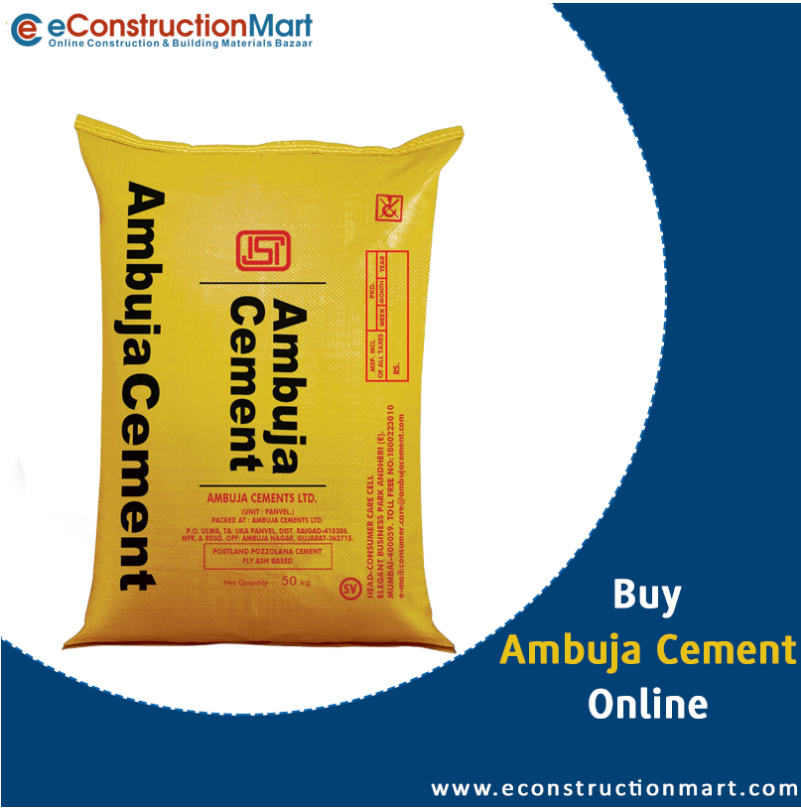
Parking facility.

A balcony is a must in my dream house.

Swimming pool.

Find and buy the right lot.

Raw Materials.



Dream Homes Realty

Short summary of the persona

Find a lender for building your dream house.

Assemble a construction team.

Home is a staring place for love, hope, and dreams.

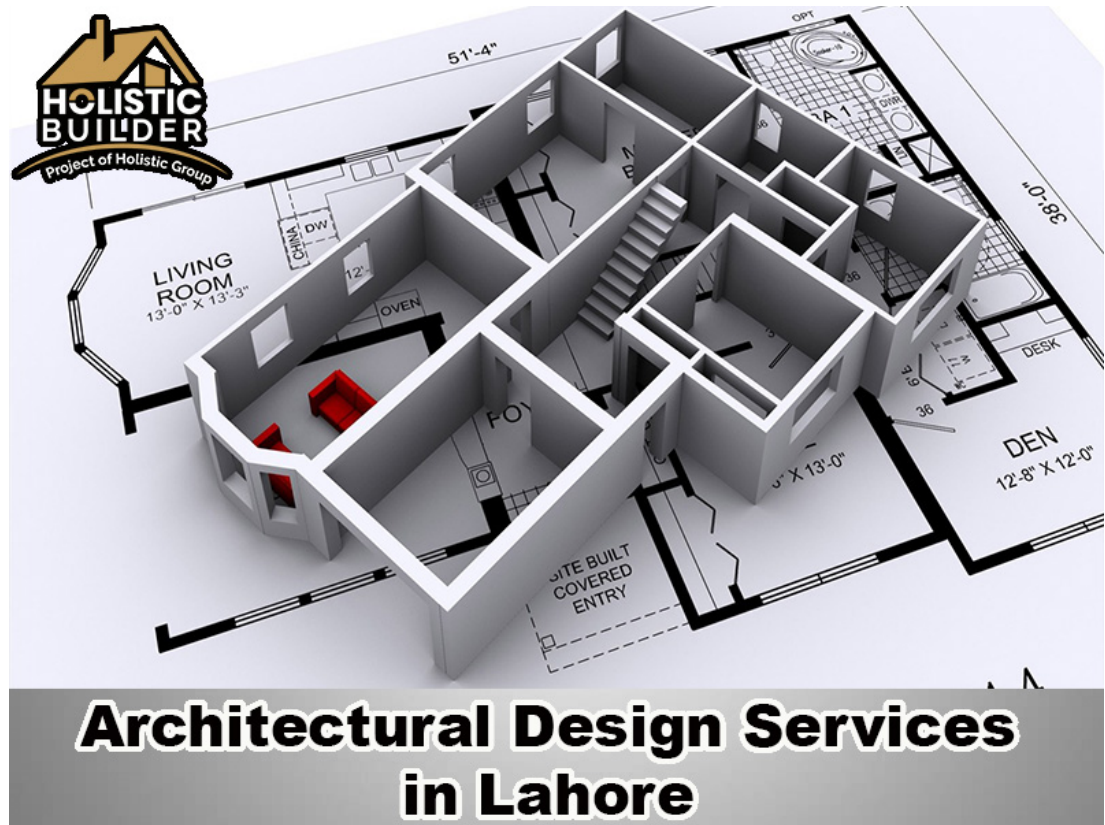


I am not yet settled in my dream house, But always just dream of my house.



A house is built with love and dream.

Decide on architectural design.



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?