



Says

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

There are insufficient and unclean water facility

Why property prices are so high ?

Buying a home has traditionally been viewed as a safe investment

High cost of living is one of the major problem in metropolitan areas

Thinks

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



One of the major need is excellent public transportation

People living in the metropolitan areas are always thinking about their work and getting stress

They want clean and peaceful environment

Their dream is to buy a own house



Persona's name
Short summary of the persona

High consumption of fast food due to their busy schedule

Due to noise pollution, people are unable to sleep peacefully

They are getting more stress with their work and getting more health issues like hyper tension and blood pressure.

Childrens are unable to concentrate on their education due to power cut

Getting fear about their families who are living in rural areas

They get fear by unsafety,bomb blasting,terrorists attack and kidnapping

Due to poverty many children are becoming child labours

Paying half of their income in the housing rent

Over crowding may affect their behaviour



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?

