



Says

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

Housing
Price

Square feet
rate

Structure of
house



Thinks

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

Near by all
facilities

Housing in
main area

Area locality



BUYERS

Short summary of
the persona

Check the
approval
house

Nothing
disturbance
from
Transports

Children
safety

Thinking
about
building
basement

Safety from
theives

Safety
during
climatic
change



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?

[See an example](#)