

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?



Housing Price

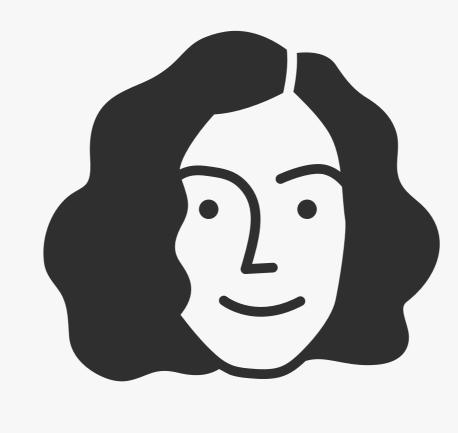
Near by all facilities

Square feet rate

Structure of house

Housing in main area

Area locality



BUYERS

Short summary of the persona

Check the approval house

Nothing disturbance from Transports

Thinking about building basement

Children safety

Safety from theives

Safety
during
climatic
change

Does

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



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



