



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?

mark different
areas with
colours.
High qualittues
of prducts.

plot size
soil analysis
house layout

Variety of styles
marbles
Get a creative
with switch
boards and
fixtures.

Number of bed
rooms.
Number of
floors.
kitchen layout

Buildings
guidelines.
shelves are a
great option for
minmatis design.



Persona’s name
Short summary of
the persona

Transport
facilities.
share the
location to the
customer.
lack of savings.

Everything is in working order,
including
outties,switches,fixtures,doors,and
wimdows

changes
locks
mail boxes

A deep sense
of case
comfort,
safety,and
belonging.

Hang art or photos
on the wall.
Layer in personal
accessories and
warmth.

Creates memories
and new traditions
related to the home.
Setup functional
spaces to be
practical then work
on preety.



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?