

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?

I want to buy a home in the city.

property must by close to school, office, hospital ,. etc. property details is clear.

visits the home but find it not suitable.

know about the property.



agent to show property digitally.

should have

explores the property list and see details.

Short summary of the persona

Persona's name

the personal

home is not a place. it's a feeling.

exhavsted to do filtering and browsing.

home is where memories are made and traditions are created.

use filters to locate the property preference.

looks for plat form search properties.



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?



