Says

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

Location:

• Different neighborhoods within a metropolitan area can have varying property values. Factors such as proximity to city centers, business districts, transportation hubs, and amenities can impact housing prices.

onomia Eostova

• The overall economic health of the metropolitan area, including employment opportunities, GDP growth, and industrial development, can influence housing prices.

Thinks

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





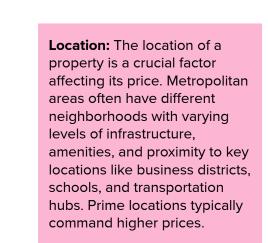
Location: The location of a property is a significant determinant of its price. In metropolitan areas, proximity to business districts, transportation hubs, schools, and recreational facilities can significantly impact housing prices.

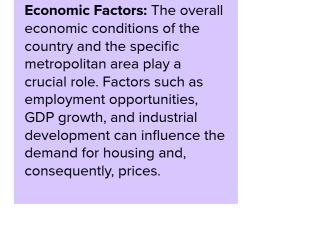
Infrastructure
Development: Ongoing and planned infrastructure projects, such as new metro lines, highways, and airports, can boost property values in the surrounding areas.
Improved connectivity often leads to increased demand.



Persona's name

Short summary of the persona





Infrastructure Development:

such as good roads,

public transportation,

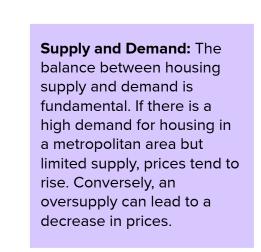
schools, and healthcare

facilities, tend to attract

higher property values.

developed infrastructure,

Areas with well-







Feels



Does

Location: The location of a

often have different neighborhoods with varying

commercial centers,

transportation hubs, and

desirable amenities can

significantly impact housing prices.

property is a primary determinant of its value. Metropolitan areas

levels of infrastructure, amenities, and accessibility. Proximity to

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?



