



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?



Feels

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



Does

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

Persona’s name

Short summary of the persona

1. The company should need a good location and it should be in a good locality.

1. Customer thing they should have a high kitchen, game room, home library, fitness room, guest room.

1. Work up 2D drawing and potentially 3D models.

1. Update drawing with the required planning information, materials etc..

1. It is a interesting platform that breaks down the traditional model.

1. My dream house would be a place where i would live happily with my family.

1. The dreams house should be designed with primary aim of materializing its owner's dream.

1. There are no open roads with traffic in gated communities, even young kids can freely play outside.

1. One of the most important elements to a dream home is comfort. swimming pool, balcony, rain water harvesting, drainage facilities, store room.

1. We will choose local vendors who has quality products at affordable price, so that we can help the other people to grow too.

1. Even if the house is not large, it should give out positive.

1. I will choose good quality product at minimum price.