

Says

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

Housing prices varies in each metropolitan areas

Due to all the

factors they are

working harder

than othrs to

earn money

In each and every year there is a steep raise in housing prices

It is hard to buy an independent house in a metrpolitan areas

Dreaming to get basic amenities at

a foot steeps

Constant
thought to get
good land
without
encumbrance

Thinks

What are their wants, needs, hopes, and dreams?

Financial

needs

What other thoughts might influence their behavior?

Persona's name

Short summary of the persona

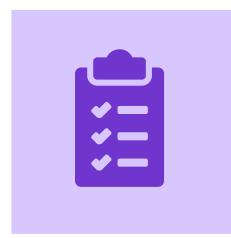
Fear of raising housing rates

ulimately
they lose
their health in
the process

Further they limit thier basic daily needs of family

Due to inadiquate financial capacity they fall prey to depression

they also get cheated by land brokers who promise them land for cheaper rates



Does



