

Says

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

I want to find a house that fits my budget and lifestyle.

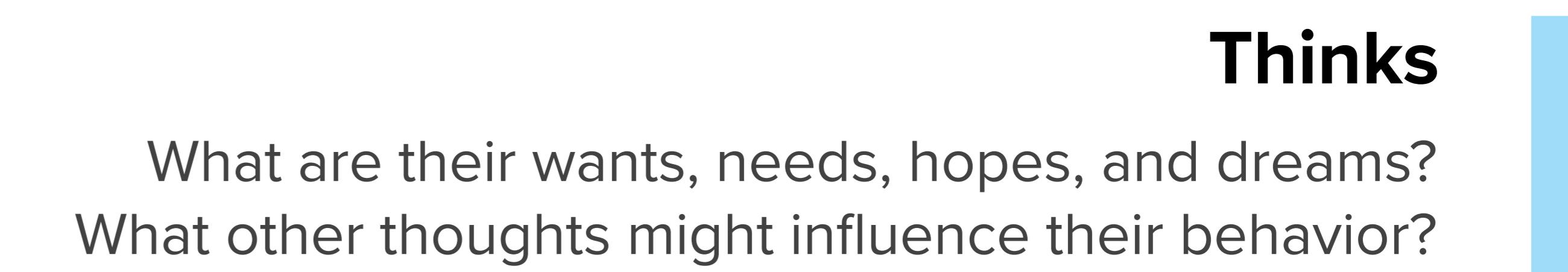
what neighborhoods are considered safe and convenient for commuting.

Are there any good deals or discounts available in the market.



Persona's name

Short summary of the persona



Can i secure a sirtgage with favorable interst rates and terms.

Should i prioritize a larger house or a more central locatin.

What are the current market trends, and will the prices continue to rise.

Anxious about making such a significant financial decision.

Consults with sortgage brokers or financial advisorsto understand financing options.

Visits open houses and schedules property viewings.

Researches online listings and real estate platforms regularly.

Excited about the prospect of owning a new home but also cautious.

Overwhelmed by the abundance of options and information in the market.



Does

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

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?

