



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 find a house that fits my budget and lifestyle.

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

what neighborhoods are considered safe and convenient for commuting.

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

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

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



Persona’s name
Short summary of the persona

Consults with sortgage brokers or financial advisorsto understand financing options.

Anxious about making such a significant financial decision.

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.

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



Does

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?