



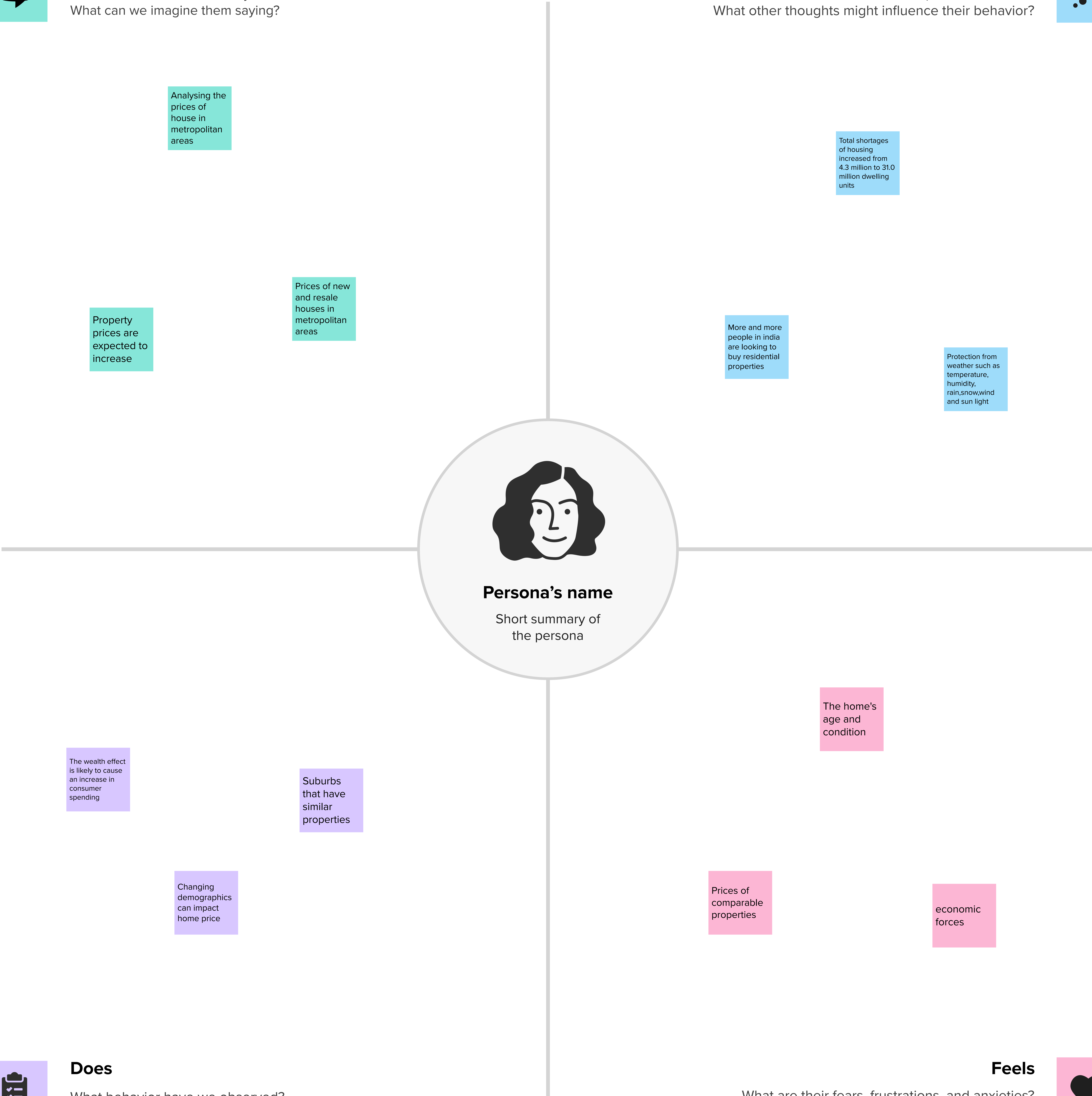
Says

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?



Analysing the prices of house in metropolitan areas

Property prices are expected to increase

Prices of new and resale houses in metropolitan areas

Total shortages of housing increased from 4.3 million to 31.0 million dwelling units

More and more people in india are looking to buy residential properties

Protection from weather such as temperature, humidity, rain,snow,wind and sun light



Persona's name
Short summary of the persona

The wealth effect is likely to cause an increase in consumer spending

Suburbs that have similar properties

Changing demographics can impact home price

The home's age and condition

Prices of comparable properties

economic forces



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?

See an example