

Says

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

What are their wants, needs, hopes, and dreams? What other thoughts might influence their behavior?

What are the

current market

trends and will

continue to rise?

the prices



Thinks

House that fits my budget and lifestyle.

what
neighbourhoods
are considered
safe and
convenient for
commuting?

Are there any good deals or discounts available in the market

Can i secure a mortage favourable interest rates and terms?

Should i primitize a larger house or a more central location?



Persona's name

ANALYSIS OF HOUSE PRICE.

Vists open houses and schedules property veiwing

Researches
online listing
and real estate
platforms
regularly.

Consults with mortage brokers or financials advisors to understand financials options.

Anxious
about making
finanacial
decisions

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

Overwhimed by the abundance of options and informations in the market.



Does

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





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



