



Says

What have we heard them say?
What can we imagine them saying?
Date:30/08/2023
Team
ID:NM2023TMID15120
Project title:Analysis
housing prices in
metropolitan areas of
India

Slowing
down,but
getting
cheaper
anytime soon

Be open
minded and
curious

Absorption
rate and
Escrow

Better quality
of life,security
and peace of
mind

a region
consisting of a
densely
populated urban
agglomeration

India is most
expensive
cities to live
in

Thinks

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



Real estate
used for
residential
purpose

Property
consisting of
land and
house on it

Sharing
industries,
infrastructures
and housing

Process of
two or more
people
entities

Demand for
homes
soars,prices
follow suit

Land used in
which
housing
predominates



Persona's name

Short summary of
the persona

Real estate

Metro
politan cities

Indian cities

Land and
Building

Real estate
brokers

Mumbai,delhi,hyderabath
and bangalore

single and
multi family
recidential

Delhi,mumbai,chennai
and kolkata

Housing
sector to
develop
strategies

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?

